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Impact of Environment-related CSR Activities on Consumer Perception and Purchasing Behaviour in the Global Fashion Industry

A Case Study of "Traditional" and "Sustainability-Driven" Firms - H&M and Tentree

by

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Abstract

The purpose of this study is to investigate the difference in consumer perception of and purchasing behaviour towards two different categories of companies ("traditional" fast fashion brands and "sustainability-driven" sustainable/slow fashion brands) and their environment-related CSR activities in the global fashion industry. The primary objectives of this paper are to determine if "sustainability-driven" fashion companies are perceived as more genuine and trustworthy with regards to their environment-related CSR activities, and how this impacts consumer purchase behaviour. Primary data for this research were collected through surveys that were distributed online to university students and teachers, professional colleagues, and other acquaintances. The survey was primarily based on a case study about H&M (a "traditional" brand) and Tentree (a "sustainability-driven" firm). The results of this research show that "sustainability-driven" companies are perceived more positively with regards to environmental sustainability and CSR activities. Moreover, it was also observed that consumers are more willing and likely to purchase environmentally sustainable clothing from "sustainability-driven" companies than from "traditional" fast fashion brands. However, the results also suggested that consumers will tend to react more harshly - in terms of their purchasing behaviour - towards "sustainability-driven" companies if they are engaged in greenwashing in contrast to "traditional companies".

Key Words

Corporate Social Responsibility (CSR)

Consumer Perception

Consumer Purchasing Behaviour

Fast Fashion

Sustainable or Slow Fashion

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Table of Contents

1 Introduction 1

1.1 Background 1

1.1.1 Importance of CSR, Sustainability and Consumer Behaviour for International Business Organizations 1

1.1.2 Sustainable Fashion, Greenwashing and Sustainable Consumption 2

1.2 Aim and Objectives 3

1.3 Research Purpose 4

1.4 Research Question 5

1.5 Delimitations 6

1.6 Outline of the Thesis 7

2 Literature/Theoretical Review 8

2.1 Evolution of CSR, Sustainability and Their Definition 8

2.2 The Role of CSR in Consumer Perception & Behaviour 10

2.2.1 Impact of CSR activities on Consumer Perception and Behaviour 10

2.2.2 The Fashion Industry: Impact of CSR on Consumer Perception & Behaviour ... 15

2.2.3 Impact of Awareness about CSR on Consumer Perception and Behaviour 16

2.2.4 Impact of Greenwashing on Consumer Perception and Behaviour about CSR ... 17

2.2.5 Impact of Age on Consumer Perception of and Behaviour Towards CSR 18

2.2.6 Theories: Consumer Perception and Behaviour 19

2.3 The Fashion Industry Landscape 19

2.3.1 Fast Fashion and Its Impacts 20

2.3.2 Trend Towards Sustainable Fashion 22

2.4 Research Gap in Existing Literature 24

3 Methodology 26

3.1 Research Approach 26

3.2 Research Design 26

3.2.1 Research Variables 27

3.2.2 Description of Case companies 29

3.2.2.1 H&M 29

3.2.2.2 Tentree 29

3.3 Data Collection Method 30

3.3.1 Details about the Questionnaire 30

3.3.2 Target Audience 32

3.3.3 Survey Distribution Method 32
3.3.4 Reflection on Alternative Data Collection Methods 33
3.4 Data Analysis 34
3.5 Validity and Reliability 34
3.6 Limitations 35
4 Analysis and Discussion 37
4.1 Demographics 37
4.2 General Consumer Perception of CSR and Greenwashing in the Fashion Industry 38
4.2.1 Perception of "Sustainability-driven" Brands 38
4.2.2 Perception of Greenwashing in the Fashion Industry 39
4.3 Perception of Case Companies and their CSR Activities 40
4.3.1 Survey Participants' Own Knowledge about the Case Companies 40
4.3.2 Change in Responses Based on New Information 41
4.3.3 Response to Examples of CSR Initiatives Undertaken by Case Companies 43
4.3.4 Analysis of the Alternative Survey Tracks 44
4.3.4.1 Track 1: Tentree is More Genuine 45
4.3.4.2 Track 2: H&M is More Genuine 46
4.3.4.3 Track 3: Both are Equally Genuine 47
4.3.4.4 Track 4: Neither is Genuine 48
4.4 General Purchase Behaviour of Participants 49
4.4.1 Purchasing Frequency 49
4.4.2 Importance of Environment-related CSR Activities in Purchase Decisions 50
4.4.3 Preference to Purchase Environmentally Sustainable Clothing 50
4.4.4 Purchase Behaviour Towards "Sustainability-driven" Brands 52
4.5 Purchase Behaviour in Response to Case Study 52
4.5.1 Purchase Preference and Influence of CSR Activities on Purchase Behaviour ... 52
4.5.2 Potential to Influence Purchasing Behaviour 55
4.5.3 Impact of Greenwashing on Purchase Behaviour 56
4.5.3.1 Track 1: Tentree is More Genuine 57
4.5.3.2 Track 2: H&M is More Genuine 58
4.5.3.3 Track 3: Both are Equally Genuine 59
4.5.3.4 Track 4: Neither is Genuine 60

4.6 Demographic-based Analysis 62
5 Conclusion 64
5.1 Key Findings 64
5.2 Research Aims & Objectives 65
5.3 Practical Implications 66
5.4 Limitations & Future Research 68
5.5 Concluding Remarks 70
References 71
Appendix A 100
Appendix B 156
Appendix C 175

List of Tables

Table 1: Primary Variables and their Measurements 28

List of Figures

Figure 1: Perception of "Sustainability-driven" Brands 38
Figure 2: Knowledge About H&M 41
Figure 3: Perception About Genuinity of CSR Activities 44
Figure 4: Track 3 - Reasons for Believing Both CSR Activities are Equally Genuine 47
Figure 5: Track 4 - Change in Response Based on H&M's Greenwashing Information 49
Figure 6: Preference of Company to Purchase Environmentally Sustainable Clothing 53
Figure 7: Which Company has Greater Potential to Influence Sustainable Consumption 55
Figure 8: Track 1 - Purchase Behaviour in Reaction to News about Tentree's Greenwashing 57
Figure 9: Track 2 - Consumer Perception if Tentree is Greenwashing 59

1 Introduction

1.1 Background

1.1.1 Importance of CSR, Sustainability and Consumer Behaviour for International Business Organizations

The notions of sustainability and Corporate Social Responsibility (hereafter referred to as "CSR") have become increasingly important for corporations in international business in recent years (Crane, Matten & Spence, 2008; Kolk & van Tulder, 2010). The findings of Holt, Quelch and Taylor (2004) revealed that *social responsibility* was one of the three most important reasons why consumers selected global brands over local or smaller brands, arguing for its significance in international business. It is more important than ever before for companies to be perceived as respectable and socially responsible organizations in modern society, i.e. to build a corporate reputation of social commitment (Hooghiemstra, 2000; Maignan & Ferrell, 2004; Morsing & Beckmann, 2006; Fombrun & van Riel, 2004). Companies play an important role in society by creating and fulfilling needs through marketing campaigns and the provision of products and services (Bocken, 2017). Moreover, firms that are able to operate more sustainably and consider new models of business that offer and encourage sustainable consumption have the potential to earn greater long-term profits (Kotler, Kartajaya & Setiawan, 2010). As a result, CSR and sustainability have become a major concern for companies engaged in international business, and hence, have become prominent areas of research in International Business (IB) literature.

With the increasing significance of sustainability and CSR activities for international companies, there is also an increasing importance of consumer perception of and their behaviour in response to such initiatives undertaken by companies. Due to the dominant role played by corporations, they could become the driver for sustainable consumption patterns (Young & Tilley, 2006; Bocken & Short, 2016). Prior research has suggested that socially and environmentally responsible practices have the potential to garner more positive consumer perceptions of the firm, as well as increases in profitability (Brown & Dacin, 1997; Luo &

Bhattacharya, 2006; Olsen, Slotegraaf, & Chandukala, 2014; Sen & Bhattacharya, 2001). According to Komleh (2018), consumer purchasing behaviour is affected by factors such as price, quality and benefits of a product that are usually of higher importance than other issues in decision making process; hence, without properly understanding consumer behavior, a company's CSR strategy will be rendered useless. However, Bocken (2017) discusses that consumer behaviour is not easy to analyze, while in a report to the SDRN (2005), Tim Jackson points to the significance of habits, attitudes and social norms and the need to unfreeze habitual responses in order to alter consumer behaviour. As a result, it is important to understand how some firms are better able to affect consumer behaviour than others.

Moreover, the concept of "attitude-behavior" or "values-action" gap is commonly observed in sustainability contexts (White, Habib & Hardisty, 2019; Young, Hwang, McDonald & Oates, 2010). Other scholars have similarly discussed that "attitudes" do not necessarily translate into "behaviour" (Ajzen, 1991; Bocken & Allwood, 2012). Although many consumers report favorable attitudes toward pro-environmental behaviors, they often do not subsequently display sustainable actions (Auger & Devinney, 2007; Gatersleben, Steg & Vlek, 2002; Kollmuss & Agyeman, 2002; Trudel & Cotte, 2009; Young et al. 2010). This discrepancy between what consumers say and do is arguably the biggest challenge for marketers, companies, public policy makers, and nonprofit organizations aiming to promote sustainable consumption (Johnstone & Tan, 2015a; Prothero, Dobscha, Freund, Kilbourne, Luchs, Ozanne & Thøgersen, 2011). Therefore, it is important for firms to understand how they can convince consumers to alter their purchasing behaviour as well as their perception.

1.1.2 Sustainable Fashion, Greenwashing and Sustainable Consumption

The role of CSR and sustainability has recently become pivotal in the fashion industry. *Sustainable fashion* is the way of developing and implementing more sustainable production or consumption methods in the fashion business, as clothes, shoes and accessories (du Doignon, 2017). As fashion is ever-changing, people are constantly demanding new products to follow current fashion trends, meaning that companies must continually produce for their business to survive; however, companies should take precautions so that their products are not only fashionable, but also environmentally-friendly (du Doignon, 2017). Moreover, Henninger, Alevizou and Oates (2016) discuss that it is vital for fashion companies to understand the fundamentals of sustainable fashion as it helps to avoid "greenwashing".

Greenwashing has been a widely cited problem in CSR activities; simply put, it is a term used "to make people believe that your company is doing more to protect the environment than it really is" (Cambridge University Press, 2020); a more refined version would describe it as "the process of conveying a false impression or providing misleading information about how a company's products are more environmentally sound" (Kenton, 2020a). There have been countless examples of fashion companies using greenwashing as a CSR marketing tool to deceive consumers (Billinton, 2019; Vogt, 2020). H&M was recently criticized by the Norwegian Consumer Authority for greenwashing and not releasing sufficient information about the environmental benefits of its supposedly "sustainable" Conscious Collection (Hitti, 2019). Similarly, Elizabeth Cline (author, journalist and expert on fashion and sustainability) revealed that H&M's recycling campaign was also an instance of greenwashing as only about 1% of clothing can be genuinely recycled (Billinton, 2019). Consequently, these issues tarnish the image of companies, while also affecting the genuinity and trustworthiness of their CSR initiatives and statements.

Another issue that needs to be considered is sustainable consumption. A popular understanding of sustainable consumption and production (SCP) has been defined by the Oslo Symposium in 1994 as "the use of services and related products, which respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardize the needs of further generations" (United Nations, 2020a). Also a part of the United Nations Sustainable Development Goals (Goal 12), this idea has been gaining traction in recent years because of increasing awareness about environmental concerns (United Nations, 2020b; Jackson, 2014; Jackson & Michaelis, 2003). In order to encourage sustainable consumption, companies will have to alter consumer perception of and purchasing behaviour towards their products. This, however, is rendered difficult because of the general greenwashing perception of the industry.

1.2 Aim and Objectives

The aim of this paper is to contribute to this burgeoning field of research by presenting a case study on the difference in consumer perception of and purchasing behaviour towards two different categories of companies and their CSR activities in the fashion/clothing industry:

1. “Traditional” firms - fast fashion companies; hereby defined as those whose *primary* product lines are not environmentally sustainable; these companies may have separate, eco-branded (environmentally-friendly) product lines but this does not constitute as the majority of their products..

2. “Sustainability-driven” firms - sustainable or slow fashion companies; hereby defined as those whose *primary* product lines are focused on being environmentally sustainable (for e.g. produced from organic materials). In other words, the majority of products that they sell are sourced in an environmentally-friendly manner.

This paper will attempt to determine if consumers are more perceptive to either group of the aforementioned companies and their CSR activities, and if such a case is observed, what the underlying reasons are. In order to achieve this primary objective, and considering the resource limitations, it was deemed reasonable to select two case companies (one from each category) so that consumers could relate directly to these firms and their CSR initiatives rather than only give opinions on abstract terms and concepts which could nullify the validity and usefulness of this research paper. The companies selected for this purpose were H&M (a global fast fashion brand) for the first category, and Tentree (a clothing brand with a focus on sustainability) for the second category. Further details about the research methodology have been discussed in Chapter 3 of this paper.

1.3 Research Purpose

While there has been substantial research on CSR and consumer behaviour, and also with respect to CSR activities in the fashion industry specifically, there have been limited studies that have attempted to research whether CSR practices are perceived more positively by consumers for companies whose primary business is based on sustainable products (“sustainability-driven”) compared to companies whose primary business is not (“traditional”). As such, most research has focused on the general impact of CSR on consumer behaviour, rather than comparing and understanding the differences in consumer perception and purchasing behaviour towards these categories of companies (“sustainability-driven” and “traditional”) and their CSR activities. We believe this presents a substantial research gap in the field of CSR and consumer behaviour in the fashion industry and therefore attempt to contribute to this vast field of research by addressing this particular topic in this paper.

It is also clear that greenwashing is a serious issue in the fashion industry, which is against the fundamentals of what CSR should be. Moreover, the increasing importance of sustainable consumption and production renders this field of research very relevant. Further, as the UN sustainability goals have become increasingly relevant and part of governmental policies, there will be a higher pressure on companies to contribute to such issues. Hence, the purpose of this study will be to identify major differentiation factors in consumer perception and purchasing behaviour between the two categories of companies and their CSR activities. This would help companies to understand how (and if) any particular category is better perceived by consumers which could help them formulate better CSR strategies that have a greater potential to alter consumer behaviour so that they engage in more sustainable consumption.

1.4 Research Question

In consideration of the aforementioned discussion on background, definition of aims and objectives, and reflection of the research purpose, this thesis will be based on the following research questions:

1. *"What is the difference in consumer perception of "sustainability-driven" and "traditional" companies and their environmental sustainability-focused CSR activities in the global fashion industry? Is there evidence to suggest that "sustainability-driven" fashion companies are perceived as more genuine and trustworthy with regards to their environment-related CSR activities, and if so, what are the reasons?"*

2. *"How is consumer purchasing behaviour affected by consumer perception towards such initiatives, and how does it differ between the two categories?"*

The following subsection of this chapter will attempt to delimit some of the concepts introduced in the research question, as well as other terms and concepts introduced in earlier sections, so that the collection of data, its analysis, and the derived conclusions are narrow, focused and specific with respect to the aims and objectives of this thesis.

1.5 Delimitations

Firstly, two categories of companies were defined for the purpose of this research. The names of these categories ("traditional" and "sustainability-driven") and the basis on which they are formed were defined by the authors of this paper. Hence, any link, connection or relation of these terms to existing literature should be ignored and these categories should be understood according to the definition and explanation provided in Section 1.2. The basis for these categories is the type of product that they sell. It must also be noted that the terms "companies", "firms", "corporations" and "organizations" are used interchangeably - no distinction needs to be made between any of the terms (unless otherwise specified in any particular section). Moreover, although these categories have been created by keeping the fashion industry in mind, the conclusion of this paper will also discuss its relevance to other industries. Finally, this paper will focus on a case study of the difference in consumer perception of and purchasing behaviour towards H&M and Tentree; the results of this study could be extended to other companies that would fit the predefined categories, but there may still be some variation.

Secondly, the term "*consumer*" is defined as the end consumer, i.e. individuals who purchase fashion products directly from physical or online stores. Closely related is "*consumer behaviour*", a generic term that consists of many different dimensions (Bocken, 2017). Hence, in this paper, the term will be limited to purchasing (buying) behaviour only, as opposed to any other behavioral reaction. It should be noted that the terms "purchasing" and "buying" will be used interchangeably throughout the paper.

Thirdly, with regards to *sustainability*, the focus of this paper and research will be on "environmental" sustainability only. Further, the term "genuine" is used to refer to the reliability and trustworthiness of the CSR activities in the eyes of consumers, while the terms CSR "-initiatives", "-activities", and "-campaigns" will be used interchangeably, unless otherwise stated. CSR activities relate to initiatives that companies undertake to engage in socially responsible behaviour, such as participating in recycling campaigns. These also include marketing activities with regards to companies' CSR initiatives, i.e. methods that companies use to communicate their CSR activities to consumers, which include (but are not limited to) CSR Sustainability Reports, social media marketing and digital marketing. According to Haski-Leventhal (2018), CSR marketing is defined as "campaigns that are not directly aimed at selling the products or services, but those that demonstrate the company's values, responsibility, sustainability and goodwill" (p.310-311), which are an important part of a company's overall CSR activities.

1.6 Outline of the Thesis

The remaining sections of the research paper have been structured into four chapters. The next chapter will review existing literature in this field of research, with an attempt to highlight the shortcomings and research gaps, and how this paper contributes towards this subject. The third chapter will address the methodology used to achieve the aims and objectives of this paper, and will provide information regarding data collection techniques, reliability and limitations. The fourth chapter will focus on analysis of the obtained data, discussion of the results from the analysis and how the findings relate to current literature. Finally, the paper will conclude with a chapter reflecting on the extent of the achievement of the identified aims and objectives, considering the practical implications regarding the paper, and presenting suggestions for future research.

2 Literature/Theoretical Review

2.1 Evolution of CSR, Sustainability and Their Definition

Over decades, the definitions and the phases of corporate social responsibility have evolved (Carroll, 1999; Karaosman, Morales-Alonso & Grijalvo, 2015). While CSR was associated with management ethics in the 1950s, it became more to do with responsiveness in the 1960s and 1970s (Karaosman, Morales-Alonso & Grijalvo, 2015). It was also during the 1970s that Milton Friedman's theory gained traction; he argued that a corporation's sole responsibility was to make profit for its shareholders (Friedman, 1970; Karaosman, Morales-Alonso & Grijalvo, 2015; Wang & Juslin, 2009). However, starting from the 1980s, stakeholder groups (i.e. consumers, local communities and employees) were also incorporated in the CSR concept, which introduced the notion of ethics for corporations and the recognition of different stakeholders with respect to CSR activities (Karaosman, Morales-Alonso & Grijalvo, 2015). Finally, the 1990s brought forward the concept of Corporate Citizenship in CSR, which is formed by economic, legal, ethical and philanthropic constituents (Beckmann, 2007; Carroll, 1991; Oh, Park, & Ghauri, 2013). Hence, the definition of CSR has evolved with time.

Mohr (1996) groups the definitions into two general types: (1) multidimensional definitions and (2) definitions based on the concept of societal marketing. Carroll's (1991) CSR pyramid is an example of multidimensional definitions that outline the major responsibilities of companies (Mohr, 1996). Carrol (1991) suggests that CSR includes four kinds of responsibilities or dimensions: economic, legal, ethical, and philanthropic; each dimension can be examined in relation to the various stakeholders of the organization (e.g., owners, customers, employees, the community, and the public at large). The other group of definitions is based on the societal marketing concept which defines CSR at a more abstract level, and according to Kotler (1991), is doing business in a way that maintains or improves both the customer's and society's well-being. Similarly, Petkus and Woodruff (1992) define CSR to include both avoiding harm and doing good. Consequently, Mohr (1996) suggests that although the types of definitions are different in level of abstraction, they both posit that a socially responsible company must have concerns beyond short-term profitability.

Even today, CSR is defined in many ways, and it tends to have several different meanings and interpretations, implying that there is no universally accepted definition (Crane, Matten & Spence, 2008). Some basic definitions include "the social responsibilities of a business organization" (Grant, 2016, p.728) and "a company's obligation to pursue goals and policies that are in society's best interests" (Keegan & Green, 2017, p.568). The European Commission (2020) defines it as "the responsibility of enterprises for their impact on society", being "socially responsible by integrating social, environmental, ethical, consumer, and human rights concerns into their business strategy and operations", and "following the law"; it also implies that engaging in CSR is voluntary.

Others define CSR based on different aspects/dimensions, such as environmental, social, and approach towards stakeholders (Chandler, 2017; Du, Bhattacharya, & Sen, 2011; Hopkins, 2003; Khoury, Rostami & Turnbull, 1999). A research of 37 different CSR definitions by Dahlsrud (2008) suggests that there are 5 primary dimensions on which definitions of CSR are based: environmental, social, economic, stakeholder, and voluntariness dimensions. Similarly, Uddin, Hassan and Tarique (2008) also discuss that the purpose of CSR is to make corporate business activity and corporate culture sustainable in three aspects - environmental and ecological aspects, social aspects, and economic aspects, which is similar to the concept of the triple bottom line proposed by John Elkington (Slaper & Hall, 2011). Another input has been made by van Marrewijk (2003), who suggests that a successful CSR strategy has to be context-specific for each individual business; hence, the meaning of CSR may vary for different organizations. Consequently, there are many versions of CSR definitions; however, they all aim to explain the same phenomenon albeit in different approaches.

The term sustainability, on the other hand, was contextualized in 1987 by the Brundtland Report as "sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (United Nations, 1987, p.41). As a result of this broad definition, the term sustainability is currently perceived to mean "issues related to the natural environment" (Chandler, 2017, p.285), while Awomodu, Alofoje and Fasehun (2014) posit that where the initial concepts focused more on the environment, they have now grown to include other social dimensions as being interconnected with development.

The triple bottom line (TBL) concept introduced by John Elkington in 1994 is often used to define the sustainability activities of a firm (Elkington, 2018). The TBL incorporates three dimensions - social (people), environmental (planet) and financial (profits) - to measure a firm's performance with regards to sustainability and CSR (Kenton, 2020b; Slaper & Hall, 2011). Consequently, CSR and sustainability are closely related concepts for firms.

For the purpose of this research, our definition of CSR is based on the triple bottom line concept. We choose to focus only on one aspect - environmental sustainability - in this paper. Consequently, the paper will be focused on analyzing consumer perception of and impact on purchasing behaviour in response to only the "environmental" dimension of CSR as opposed to a company's CSR activities in general.

2.2 The Role of CSR in Consumer Perception & Behaviour

This section of the literature review will attempt to present a thorough review of existing literature with regards to the impact of CSR on consumer perception and behaviour. It will highlight different views and perspectives so as to present a clearer picture of the current status of this research field. For readability purposes, this section has been divided into several subsections based on the topic under discussion.

2.2.1 Impact of CSR activities on Consumer Perception and Behaviour

According to Karaosman, Morales-Alonso and Grijalvo (2015), CSR can affect consumer attitude, and hence purchasing behaviour, because of its close link to marketing. Moreover, CSR is a dynamic process involving interrelated market variables (Becker-Olsen, Cudmore, & Hill, 2006). Consequently, Karaosman, Morales-Alonso and Grijalvo (2015) discuss that consumer behaviour is influenced by many factors such as corporation identification, product attributes and brand reputation. Beckmann (2007) also suggests that cultural differences could also affect consumer responses to CSR. Therefore, Karaosman, Morales-Alonso and Grijalvo (2015) posit that an international setting in marketing literature is needed to understand how consumers from different countries pose to CSR adopted by multinational brands across the world.

Mohr and Web (2005) indicate that CSR (measured by environmental and philanthropic dimensions) has a significant and positive impact on the company evaluation and purchase intent. However, Mohr and Webb (2005) discuss that “[w]hile many companies communicate the good things they are doing, consumer trust of corporate communications is low” (p. 143). Moreover, this research was not specifically related to any existing companies; rather, CSR was identified as an influence on the relationship between negative publicity and affective identification of negative publicity by customers, meaning that CSR may influence purchase intention because of negative publicity related to various issues (Lin, Chen, Chiu & Lee, 2011; Mohr & Webb, 2005; Olšanová, Cook & Zlatic, 2018). Sharma, Poulose, Mohanta and Antony (2018) also suggest that consumer awareness of a company’s CSR activities has an effect on purchase intention, by confirming the positive impact of CSR variables, namely loyalty, morality, awareness, environment and behavior on purchase intention.

The results of another study by Koech and Coldwell (2019) show that there is a positive, statistically linear relationship between the respondents’ perceptions of companies’ CSP (corporate social performance) and their actual purchasing behaviour; it shows that companies engaging in CSR are better perceived by consumers, which translates into the actual purchases of goods and services. Previous studies have also reiterated a positive relationship between CSR activities and consumer purchasing behaviour (Lin et al. 2011; Marquina & Morales, 2012; Sen, Bhattacharya & Korschun, 2006; Trudel & Cotte, 2009). According to Chun, Qiang and Hao (2013), CSR can impact numerous aspects of consumer behavior, including buying intent, while Berens, van Riel and van Rekom (2007) argue that CSR not only influences the purchasing decisions of consumers but also their evaluation of new products. Moreover, Jayakumar (2013) also discusses that positive CSR relations result in positive evaluation of a firm which has a positive impact on consumer perception of the firm’s products and/or services.

Others have suggested consumer perception of and purchasing behaviour towards companies that are involved in social causes are more positive, especially if there is parity in price and quality (Brown & Dacin, 1997; Fatma & Rahman, 2016; Sprinkle & Maines, 2010). Similarly, Ferreira, Avila and de Faria (2010) concluded in their research that consumers perceived “higher benefit and value in the socially responsible company’s offer, judging its price differential as fair, and showed to be willing to buy its product” (p.218), particularly if the quality of products was equivalent. Furthermore, according to Tian, Wang and Yang (2011), consumers are involved in more positive “word of mouth (WOM)” communication regarding firms that have CSR commitments. Yan, Hyllegard and Blaesi's (2010) study also proposed that eco-fashion involvement and environmental commitment were two of the major factors that influenced consumer intention to purchase from an environmentally friendly fashion brand.

Mohr, Webb and Harris (2001) also indicate that "information on CSR can have a significant impact on behavioral intentions as well as evaluations of products and companies" (p.52). The writers categorized consumers into four groups: *pre-contemplators* (CSR plays no role in decision-making), *contemplators* (only think about CSR without acting on it), *action-oriented consumers* (occasionally use CSR as a purchase criterion) and *maintainers* (CSR is essential for their purchase). While only a fragment of the consumers consider CSR as a purchase criterion, the writers argue that they cannot be overlooked. They discuss that companies which take a more active role in CSR, rather than just engaging in cause-related marketing, have a highly positive perception from consumers. Moreover, Nan and Heo (2007) discuss that even cause-related marketing has a positive impact on consumers' attitude towards the company, compared to advertisements that did not include such a component.

Carvalho, Sen, Mota and de Lima (2010) showed through their research that 50% of consumers have a higher probability of purchasing from a firm with a good social reputation, while 60% indicated that they would avoid purchasing products or services from firms with a bad reputation. Biehal and Sheinin (2007) also suggest that negative CSR information regarding firms has a more drastic effect on consumers as compared to positive news. Additionally, Marquina's (2010) research revealed that 86% of respondents have a higher likelihood of purchasing a product from a firm that has a positive impact on society. Groza, Pronschinske and Walker (2011) also discuss that the influence of CSR on consumer behaviour is significant particularly for homogeneous products in low differentiation markets. Moreover, Öberseder, Schlegelmilch and Murphy (2013) suggest that consumers consider ethical behaviour by firms as important factors when purchasing products, and are even willing to reward ethical actions by paying higher prices. These research imply that the greater the engagement of a company in CSR activities, the more positive is consumer perception about that company. Consequently, a considerable amount of work suggests that a company's CSR activities play an important role in shaping consumer perception and behaviour.

While many studies posit that CSR plays an important role in shaping consumer purchasing behaviour and consumer perception of companies, several studies suggest otherwise. In a research on UK consumers, Bigné-Alcañiz, Currás-Pérez, Ruiz-Mafé and SanzBlas (2012) disclosed that very few of the participants considered CSR as an important factor in their purchase decisions. Koech and Coldwell (2019) also discuss that CSR has only a minor role in consumers' purchasing decisions, citing lack of awareness as a major contributing factor for this, similar to the results obtained by du Doignon (2017). Previous studies also concur with the finding that companies' CSR activities are not the foremost concern for most consumers when making purchase decisions (Beckmann, Christensen & Christensen, 2007; Belk, Devinney & Eckhardt, 2005; Bray, Johns & Kilburn, 2011; Jorgensen, Olsen, Jorgensen, Hauschild & Hagelskjaer, 2006; Kaur, 2013; Lichtenstein, Drumwright & Braig, 2004; Mohr, Webb & Harris, 2001). Consequently, these studies suggest that CSR does not play a vital role in consumer perception and purchase behaviour.

According to Carrigan and Attalla (2001) "price, value, brand image and trend are the most important factors that influence consumer choice" (p.570). Trapero, de Lozada, and García (2010) also discuss that price is often the most important factor when making purchase decisions, while Pradhan (2017) argues that a company's CSR initiatives alone do not lead to a purchase decision. Moreover, Feldman and Vasquez-Parraga (2013) indicate that consumers base ethical purchases on convenience, and are unwilling to pay higher prices or compromise on quality. Additionally, some researchers also suggest that consumers do not have the willingness to trade-off product attributes for CSR, implying that CSR is not as important as other factors in purchase decisions; for CSR to be an important decision factor, the product has to at least be at par in price and quality with substitute products (Awomodu, Alofoje & Fasehun, 2014; Inoue & Kent, 2014). These scholars also posit that factors other than CSR are of more significance in consumer perception and purchasing behaviour.

The study by Öberseder, Schlegelmilch and Gruber (2011) also reveals that CSR is a peripheral factor rather than a core factor in consumers' purchase decision-making processes; they report that while consumers portray positive attitudes towards buying products from socially-responsible companies, these positive attitudes are not converted into actual purchase behavior. Other writers also reach similar conclusions; while many consumers show the willingness to pay more for ethical products, a much smaller segment has actually attempted to do so (Abd Rahim, Jalaludin & Tajuddin, 2011; Deng, 2012). According to Bonini and Oppenheim (2008), while consumers are generally concerned about environmental issues, "when it comes to actually buying green goods, words and deeds often part ways" (p.56). Similarly, a study by Joy, Sherry Jr., Venkatesh, Wang and Chan (2012) stipulated that while respondents were generally concerned about the environmental and social impact of their non-fashion purchasing decisions, they did not consider this factor to be of importance when purchasing products from fashion brands. These research lend further credence to the aforementioned concept of "attitude-behaviour" or "values-action" gap with regards to consumer behaviour in response to companies' CSR activities.

Another research by Becker-Olsen, Cudmore and Hill (2006) found that low-fit CSR initiatives (social initiatives that are not aligned with corporate objectives) negatively impact consumer behaviour, while high-fit initiatives that are profit-motivated have the same impact; it is even possible that such activities may become a liability and diminish previously held beliefs about a firm. Becker-Olsen, Cudmore and Hill (2006) further discuss that the timing of the social initiative (proactive vs reactive) was also deemed important by consumers. It is only if companies engage in proactive, high-fit CSR initiatives that are not driven by profit motives, will such activities be perceived positively by consumers (Becker-Olsen, Cudmore & Hill, 2006). The concepts of low-fit and high-fit CSR initiatives may also be linked to the definitions of "traditional" (low-fit) and "sustainability-driven" (high-fit) companies defined in Section 1.2. However, we argue that the definitions are not interchangeable, as even some "traditional" companies may engage in high-fit CSR initiatives, while some "sustainability-driven" companies may make the mistake of engaging in low-fit CSR initiatives.

Similarly, Mishra and Modi (2013) contend that CSR activities and their marketing must not be simply a response to past negative incidents or be motivated towards the enhancement of profits. Furthermore, some researchers posit that CSR only impacts consumer buying behaviour when the activities carried out are observable (Awomodu, Alofoje & Fasehun, 2014). In addition, according to Williams and Zinkin (2008), consumers respond more positively to CSR activities that are conducted locally rather than globally. Consequently, there are several studies that suggest a lower importance of CSR activities in purchase decisions, while many argue that particular types of CSR activities are more influential than others.

2.2.2 The Fashion Industry: Impact of CSR on Consumer Perception & Behaviour

A considerable amount of work on CSR and its impact on consumer perception and behaviour has also been done regarding the fashion industry in particular. A study by Karaosman, Morales-Alonso and Grijalvo (2015) was based on consumer perception of CSR in the fast fashion and apparel industry. It discloses that while Spanish and Tusrkish consumers suggested they would consider a firm's CSR activities as a purchase criterion and purchase sustainable products when explicitly asked, the actual purchase behaviour was primarily based on other criteria such as price, quality and branding. The research showed that these factors were more decisive in the purchase decision as compared to companies' CSR activities. The results are in line with a theory proposed by Pookulangara and Shephard's (2013), which argues that price, design and quality have greater impacts on purchase behaviour regardless of the awareness level about CSR. The findings of another study by Diddi and Neihm (2017) demonstrate that consumers are more likely to consider companies' CSR activities in their purchase decisions if retail apparel brands effectively promote information regarding their responsible practices.

Another research by Olšanová, Cook & Zlatic (2018) focuses on how CSR affects purchasing behaviour of luxury brand buyers. The study found that while respondents generally had a positive attitude towards CSR and sustainability, they did not actively consider these dimensions when making purchases from luxury brands. Kapferer and Michaut-Denizeaut (2014) also discuss that buyers of luxury fashion products have a relatively minimal interest in CSR and sustainability when making purchase decisions. Moreover, Olšanová, Cook and Zlatic (2018) revealed that consumers were unable to connect any socially responsible activities to the luxury brands that they recently purchased products from. However, the study importantly highlights that once the respondents were made aware of the different CSR activities by luxury brands, they contemplated why the CSR and sustainability dimensions did not contribute more to their purchase decisions. Moreover, Olšanová, Cook and Zlatic (2018) and du Doignon (2017) discuss that lack of awareness regarding the companies' CSR activities could also be a major factor behind the limited impact of CSR on consumer purchasing behaviour, a fact which has also been raised by other writers, as discussed earlier.

A study has also been conducted on sportswear brands by Rivera, Bigne and Curras-Perez (2019). Their findings suggest that sportswear consumers react positively overall to companies'

CSR activities with regards to their purchase behaviour. The study discusses that consumers are more likely to better perceive and be more loyal to brands that engage in CSR activities. Further, the study also presents the two most important variables responsible for this relationship - brand awareness and customer satisfaction.

2.2.3 Impact of Awareness about CSR on Consumer Perception and Behaviour

Mohr, Webb and Harris (2001) postulate that consumers first need to become aware of a firm's level of social responsibility before this factor can impact their purchasing. Awomodu, Alofoje and Fasehun (2014) also discuss that for the transformation of consumer buying behavior in ethical purchasing, consumers have to be aware of the firms' behaviors. One way to increase awareness is to engage in cause-related marketing, such as promoting that a percentage of sales will go to support a specific nonprofit organization or cause, which is also a type of CSR activity (Mohr, Webb & Harris, 2001; Varadarajan & Menon, 1988). Hence, awareness of CSR activities can play an important role in affecting consumer perception and purchasing behaviour.

Other studies have also suggested that awareness of CSR activities plays a significant role in consumer perception and behaviour; in many cases it even tends to be a precondition of its benefits (Bhattacharya & Sen, 2004; Fatma, Rahman & Khan, 2015; Koech & Coldwell, 2019; Pomering & Dolnicar, 2009; Öberseder, Schlegelmilch & Gruber, 2011). Consumers who are aware of companies' CSR activities tend to have more positive attitudes and stronger behavioural intentions about purchasing products from a socially responsible company (Arli & Lasmono, 2010; Koech & Coldwell, 2019; Sen, Bhattacharya & Korschun, 2006). However, Beckmann (2007) suggests that there is significant heterogeneity among consumers with regard to their level of awareness and knowledge about CSR activities. Many studies reveal that consumers generally have low levels of awareness with regard to companies' CSR activities, which inhibits consumers' sensitivity to CSR (Koech & Coldwell, 2019; Pomering & Dolnicar, 2009; Sen, Bhattacharya & Korschun, 2006). The low level of awareness also helps to explain why CSR is not a more influential factor when consumers appraise a company and its products (Maignan, 2001; Smith, 2001). As a result, the overall lack of awareness of CSR activities masks the true impact of CSR on purchase behaviour.

2.2.4 Impact of Greenwashing on Consumer Perception and Behaviour about CSR

The Greenwashing is another problem linked with companies' CSR activities. Parguel, Benoît-Moreau and Russell (2015) use the definition of greenwashing introduced in the Sins of Greenwashing as described by UL (2020) - formerly TerraChoice - as "the act of misleading consumers regarding the environmental practices of a company or the environmental practices of a company or the environmental benefits of a product or service". Similarly, Cherry and Sneirson (2012) define it as "insincere, dubious, inflated, or misleading environmental claims" (p.141). Greenwashing is usually carried out by communication media, mainly by advertising (Akturan, 2018).

Studies have shown that such false claims create doubt in consumers' minds, which negatively affects consumer behaviour, trust in companies' CSR activities, purchase intention and word of mouth (Chen & Chang, 2013; Leonidou & Skarmeas, 2017). Likewise Zhang, Li, Cao & Huang (2018) also reveal that greenwashing has a negative impact on consumer purchasing intentions. Other research has shown that increasing instances of greenwashing have increased cynicism and skepticism among consumers (Johnstone & Tan, 2015b; Self, Self & Bell-Haynes, 2010). Moreover, if consumers are presented with sufficient evidence of a firm's greenwashing, they are likely to change their purchasing behaviour (Goh & Balaji, 2016). Additionally, greenwashing also increases consumer confusion regarding the genuinity of environmentally sustainable products, thereby increasing distrust of CSR activities (Maichum, Parichatnon & Peng, 2016). As a result, according to Nyilasy, Gangadharbatla and Paladino (2014), greenwashing has a real and significant influence on consumer perception and purchase behaviour. Hence, greenwashing has contributed to damaging the credibility of companies' CSR activities.

Cherry and Sneirsont (2011) argue that greenwashing poses problems for consumers, investors, and businesses, and that there currently are no ready solutions for policing CSR claims. They further posit that the accuracy of CSR information is important for informed consumer choice. They also argue that the continued use of and revelation of greenwashing will ultimately undermine any attempts at substantive CSR, which will only be met with cynicism. Other studies have also shown that greenwashing negatively impacts consumer behaviour, increasing consumer distrust in the product and brand, and creating uncertainty about "green", i.e.

sustainability claims (Chen & Chang, 2013; Chen, Lin & Chang, 2014; Lim, Ting, Bonaventure, Sendiawan & Tanusina, 2013). As a result, there is general skepticism towards CSR activities undertaken by fashion companies, even if some attempts are sincere and substantive. Therefore, it is important for firms to understand how to overcome the "Catch-22" - even if a fashion company is engaging in substantive CSR, consumers will perceive it as greenwashing; and if the company limits its CSR activities due to this reason, consumers will perceive this as socially irresponsible behaviour.

2.2.5 Impact of Age on Consumer Perception of and Behaviour Towards CSR

Another research branch with respect to CSR and consumer behaviour relates to differences between age generations. Pencarelli, Taha, Škerháková, Valentiny and Fedorko (2019) discuss the perception of CSR for two generational cohorts, Generation Y (the so-called 'Millennials'; born between 1980 and the mid-1990s) and Generation Z (also called the 'iGeneration' or 'Post-Millennials'; born between 1995 and 2010). The writers argue that Generation Y consumers pay attention to CSR, take interest in the CSR activities of companies, are better able to distinguish between genuine and promotional messages in advertising, and are willing to pay higher prices for sustainable products. The study posits that Generation Z consumers, on the other hand, are even more sensitive to environmental and social causes, are more engaged in voluntary work and prefer brands that are actively involved in alleviating environmental and social problems. However, the authors also discuss that Generation Z consumers do not believe the implementation of CSR activities as a sufficient incentive for purchasing; rather, they intend to purchase products only if the preconditions of price and quality are satisfied. Furthermore, Awomodu, Alofoje and Fasehun (2014) also established that age plays a crucial role in the respondents' ethical decision making. According to these writers, older consumers tend to be more judgmental, requiring CSR to meet certain industry thresholds in order for them to purchase the items, while also placing higher importance on quality and performance of the product rather than placing emphasis on whether a company just engages in CSR when making purchase decisions.

2.2.6 Theories: Consumer Perception and Behaviour

Several theories have been proposed in existing literature to explain consumer perception and behaviour. One of the most commonly used frameworks is the Theory of Reasoned Action (TRA), which focuses on theoretical constructs concerned with factors that determine the likelihood of performing a specific behavior (Ajzen, 1991). The theory suggests that an individual's intention to behave in a certain manner is shaped by his/her attitude and subjective norms (Ajzen, 1991). Several studies have used this theory to analyze purchasing behaviour in the fashion industry. A research by Kozar and Marcketti (2011) used the theory to analyze the influence of ethical and materialism values in young consumers' intentions to purchase counterfeit apparel products. Similarly, Summers, Belleau and Xu (2006) explored consumers' purchase intentions in the luxury alligator market using the TRA framework.

A model specifically targeted at consumer purchasing behaviour with regards to CSR and sustainability activities by companies has been contributed by White, Habib and Hardisty (2019). The paper is aimed at trying to understand how to alter consumer purchasing patterns to be more sustainable. The writers named this model the "SHIFT" framework as an acronym for the main variables identified in the research that help to encourage more sustainable consumer behaviour - Social influence, Habit formation, Individual self, Feelings and cognition, and Tangibility. They examine the process of consumption including information search, decision making, product or behavior adoption, product usage, and disposal in ways that allow for more sustainable consumer behaviour. The authors also suggest that the SHIFT framework can help address the "attitude-behavior" or "values-action" gap, which is a major concern regarding consumer perception of and purchasing behaviour with regards to companies' CSR activities, as also discussed in aforementioned sections.

2.3 The Fashion Industry Landscape

This section will define the salient features of the fashion industry and presents a review of how the categories defined in Section 1.2 were created. Moreover, it will discuss important definitions and concepts regarding the fashion industry. This will help to provide the reader with a better understanding of how the fashion industry is an important basis for this research paper.

2.3.1 Fast Fashion and Its Impacts

The fashion industry has constantly evolved over time, and is one of the most change-intense categories of consumer products (Gam & Banning, 2011; Kunz, 2005). According to Niinimaki and Hassi (2011), a major structural change in the fashion industry was caused by a shift in manufacturing from the West to developing Asian countries to reap the benefits of lower production costs. Fashion multinationals such as Zara and H&M have had a huge transformational effect on the industry through their concept of *fast fashion* (Passariello, 2008; Rohwedder & Johnson, 2008; Sull & Turnconi, 2008). The fast fashion business model has several identifying characteristics - quick response (short production and distribution lead times), fashionable, trendy and "current" designs based on the latest fashion shows and luxury brands, frequent assortment changes, and all of these attributes at low costs, and hence, low prices for consumers (Bhardwaj & Fairhurst, 2010; Cachon & Swinney, 2011; Joy et al. 2012; Watson & Yan, 2013). Richardson (1996) has also suggested that increased focus on accelerating manufacturing processes to shorten response times has resulted in a shift from price and quality towards stylish designs and lower quality products. While this approach has resulted in unprecedented financial success, it has simultaneously led to frequent trend turnover and increasing consumption of fashion products, even overconsumption in many cases (Caro & Martínez-de-Albéniz, 2014; Hayes & Jones, 2006).

A major effect of fast fashion has been increasing trend turnover (Bhardwaj & Fairhurst, 2010; Sull & Turnconi, 2008). According to McKinsey & Company (2020), the number of clothing collections launched per year have more than doubled since 2000 for the industry average, while the number is even higher for proper fast fashion brands such as H&M and Zara. Hayes and Jones (2006) argue that quicker response times and accelerated manufacturing has led to an increased number of mid-season collections; this has led to higher sales throughout a season rather than at just one time in the season. According to Caro and Martínez-de-Albéniz (2014), this also decreases the need for retailers to hold large inventories, which indirectly also reduces the need for clearance sales because consumers are encouraged to purchase the latest fashion trends; this results in higher revenues. Caro and Martínez-de-Albéniz (2014) further stipulate that brands which do not follow the fast fashion strategy and are not receptive to rapidly changing market trends have a significantly lower profit growth. Consequently, as discussed by Birtwistle and Moore (2007), the fast fashion trend is rapidly spreading in the fashion industry.

However, the increasing profits and rapid trend turnover come at a cost, especially in terms of clothing sustainability. Sull and Turconi (2008) posit that fast fashion has resulted in considerable reduction in the shelf life of fashion garments. Other writers also concur with this argument; as retailers launch more collections per year, particularly for women, there has been a rapid decrease in life expectancy of the fashion items, which has naturally led to increasing consumption (Caro & Martínez-de-Albéniz, 2014; Morris and Barnes, 2008; Pears, 2006; Schor, 2005). Consequently, the clothing production has also more than doubled since 2000, while similar statistics were observed for revenues from clothing sales; furthermore, fast fashion has substantially altered consumer behaviour - an "average person buys 60% more items of clothing and keeps them for about half as long as 15 years ago" (Greenpeace International, 2020; McKinsey & Company, 2020).

Fast fashion has also raised serious problems with regards to the environment. The fashion industry has been one of the world's most environmentally destructive industries for decades (Henninger, 2015; Vlachos & Malindretos, 2015). According to Greenpeace International, (2020), fast fashion has significantly pressurized the Earth's capability to subsist greenhouse gases, harmful chemicals, and manage diminishing water and land resources. In conclusion, the fast fashion business model has contributed to high environmental costs; overall, it has resulted in an unsustainable and unobtainable approach to fashion (Chen & Burns, 2006; Greenpeace International, 2020). Increasing production has led the textile industry being one of the most polluting industries in the world (Greenpeace International, 2020). Several studies on global trade have also concluded that international trade has resulted in pollution being shifted to developing countries, which in itself is an unethical practice (Kanemoto, Moran, Lenzen & Geschke, 2014; Peters, Minx, Weber & Edenhofer, 2011).

Another concern with the fashion industry is the choice and usage of raw materials. As discussed earlier, fast fashion is based on the premise of providing affordable fashion products - this would require low costs. Hence, demand for cheap raw materials such as polyester and cotton has rapidly risen; however, production of these materials have severe environmental impacts, such as releasing substantial amounts of greenhouse gases, causing soil degradation and pollution to freshwater ecosystems because of pesticide usage (Chen & Burns, 2006; Claudio, 2007; Greenpeace International, 2020; WWF, 2020). Consequently, choice of raw materials used by fast fashion businesses are also very damaging to the environment.

In conclusion, while fast fashion has remarkably altered the landscape of the fashion industry, it has contributed to significant environmental problems. Mair, Druckman and Jackson (2016) have suggested that fast fashion retailers will eventually have to alter their business models to be more sustainable, while consumers will have to adjust their purchasing behaviour. As a result, there has been an increasing trend and tendency to shift (even if not entirely) from fast fashion towards *sustainable fashion* or *slow fashion*.

2.3.2 Trend Towards Sustainable Fashion

Sustainable fashion is used interchangeably with eco-, green-, and ethical-fashion (Carey & Cervellon, 2014). The term is predominantly linked with environmental sustainability, such as the use of renewable and eco-friendly raw materials, the reduction of the carbon footprint, durability, and longevity (Henninger, Alevizou & Oates, 2016; Joergens, 2006; Shen, Richards & Liu, 2013). Transparency is another factor associated with sustainable fashion; it looks at the origins of raw materials, dyes and chemicals used in the manufacturing process, and the employees and their working conditions (Henninger, Alevizou & Oates, 2016). Moreover, Henninger, Alevizou and Oates (2016) also discuss that understanding and application of this concept in companies' own unique ways could help to create competitive advantages compared to other firms, while Olšanová, Cook & Zlatic (2018) postulate the CSR marketing based on sustainable fashion means going beyond the conventional marketing mix to get a sustainable competitive advantage.

Another closely related, and somewhat even interchangeable, concept is slow fashion. It is often described as the opposite of fast fashion (Lai, Henninger & Alevizouseeks, 2017; Tran, 2008). However, other writers believe that it is more than just a literal opposite of fast fashion (Johansson, 2010). Slow fashion focuses on slowing down the pace of the current fashion life cycle by launching a maximum of four collections per year, focus on quality rather than quantity, and are not mass-produced (Joergens 2006; Joy et al. 2012). According to Clark (2008), slow fashion can also be used to identify sustainable fashion solutions and strategies for design, production, consumption, use and reuse, as well as offer a more ethical and sustainable way of being fashionable. Fletcher (2014) also argues that slow fashion is not only about slowing down the pace of the fashion industry, rather it raises concerns for major issues such as sustainability, environment and ethics, which previously were largely overlooked by fast fashion companies.

According to Khandual and Pradhan (2019), sustainable fashion has become an extremely popular concept in the fashion industry. Shen (2014) also discusses that sustainability is now a crucial issue for fashion businesses because of consumers' increasing awareness about the environment. Similarly, Weller (2012) stipulates that with the increasing importance of sustainability, fashion companies have started to engage in sustainability initiatives across their supply chain by improving workers' rights, using more environmentally friendly resources, and renewable and/or recycled materials.

Sustainable fashion is not only about companies engaging in CSR, being socially responsible and producing eco-friendly products, but also about responding to the rising demands of environmentally conscious consumers (Khandual & Pradhan, 2019). Moreover, Khandual and Pradhan (2019) also discuss forms of sustainable fashion and sustainable design techniques that are taking a more important role for fashion companies; these include a focus on ethically and environmentally sustainable production, recycling and waste management. Likewise, other writers also posit that sustainable fashion involves using raw materials that are environmentally friendly (Joy et al. 2012; Henninger, 2015).

However, while many companies have started to engage in sustainable fashion and there is consumer demand for sustainable clothing, there are still several barriers regarding acceptance of the concept. Saicheua, Cooper and Knox (2012) postulate that there is a lack of consumer interest in prioritising sustainability in clothing purchase decisions, a lack of proper communication from companies regarding their sustainability clothing, and also a lack of consumer trust in companies' CSR activities. Mintel (2009) also found that many consumers do not believe that 'ethical clothing' is genuine. Similarly, several consumers also distrust businesses' transparency regarding ethical production and sustainable product lines (Bhaduri & Ha-Brookshire, 2011). Moreover, according to Weller (2012), the sustainable market remains underdeveloped, with a relatively low market share as "regular" fashion is still more fashionable than sustainable fashion. However, since this research was conducted eight years ago, it is likely that the results will be more, even if slightly, positive today. On the other hand, greenwashing still remains a major issue in the fashion industry. According to Delmas and Burbano (2011), increasingly more companies are engaging in greenwashing. This has led to any fashion company that actively engages in and promotes CSR activities being first and foremost treated with suspicion (Henninger, Alevizou & Oates, 2016). As a result, there are still several barriers to widespread acceptance of sustainable or slow fashion.

2.4 Research Gap in Existing Literature

The review of existing literature with regards to impact of CSR on consumer behaviour and perception in the fashion industry has attempted to discuss major research in this subject area. However, as with any research, one cannot deny that there are limitations to this body of knowledge, particularly because the fashion industry landscape is rapidly changing. As a result of increasing awareness about the negative environmental impact of the fashion industry, it can be observed that consumers are demanding more sustainable behaviour from companies. While fast fashion has been the "standard" in the fashion industry since the turn of the millenium, evidence suggests that the importance of slow (or sustainable) fashion is rapidly increasing.

As a result, many existing fashion companies are starting to introduce sustainable product lines, and are making an effort to combine fast fashion with sustainable fashion by introducing so-called sustainable lines that are "environmentally friendly". However, the rising significance of sustainable fashion has also led to the birth of new companies that are solely built on the premise of being environmentally and ethically sustainable - a few examples of which include Rothy's, Everlane, Tentree and Pact. As such, it can be observed that a new niche has been carved out in the fashion industry.

Consequently, this presents numerous research opportunities. Based on the literature review, it can be observed that many studies have attempted to understand the influence of sustainability and companies' CSR activities on consumer perception and buying behaviour, both generally and in the fashion industry specifically. However, very little (if none) of the existing work has attempted to present a case study to compare and understand the difference in consumer perception of and purchasing behaviour towards these niche fashion brands (with a focus on environment and sustainability) and their CSR activities with fast fashion brands. We believe that this allows for a considerable research gap and merits further research, especially with the ever-increasing importance and popularity of sustainable fashion.

Regarding CSR activities and a focus on sustainability, we found it appropriate to define the companies into two broad categories: (1) *"traditional"* fast fashion companies whose primary product lines are not based on the premise of sustainability, and (2) *"sustainability-driven"* sustainable and/or slow fashion companies whose primary product lines have their foundations in being particularly sustainable (niche, sustainability-focused smaller brands). We believe that an analysis of the differences (if any) between consumer perception and purchasing behaviour towards the two distinct company categories, and their CSR and sustainability initiatives will help to identify any defining factors that are able to influence consumers to a greater extent with regards to sustainable fashion. The study will also try to understand the impact of greenwashing by either group of companies on consumer perception and purchasing behaviour. While a considerable amount of previous research has focused on analyzing consumer perception and behaviour in response to greenwashing incidents, it has not distinguished between consumer reaction towards these "categories" of companies in the fashion industry. Our research, instead, tries to determine if consumers act more negatively towards certain categories of companies (such as "sustainability-driven") if they are engaged in greenwashing.

Moreover, this paper also intends to highlight potential alterations that existing fast fashion brands can make to their business models to be perceived as more sustainable. This research also aims to provide a guideline for new and upcoming fashion brands regarding the value of their CSR and environmental sustainability initiatives in consumers' minds and how they will be better able to push consumers towards sustainable fashion consumption patterns. More importantly, however, this study will present a preliminary basis and bedrock for further, more specific work in this category.

3 Methodology

This chapter of the paper addresses the methodological considerations with regards to the research. It will briefly describe the research approach and research design that were used to reach the aims and objectives of this paper. The type of data collection method(s) used and relevant data analysis techniques will also be discussed, as will the validity and reliability of the collected data and choice of method. This chapter will conclude with a reflection on the limitations of collected data, method of data gathering and research design.

3.1 Research Approach

This paper will utilize a combination of quantitative and qualitative research approaches. The primary data collected will be analyzed through statistical methods; however, due to the nature of the research, there will also be some qualitative aspects to this thesis, especially where results are analyzed in tandem with theories, results and concepts discussed in existing research. Consequently, while the primary research approach will be quantitative and survey-based, there will also be elements of a qualitative research approach.

3.2 Research Design

This section has been developed to provide the readers with an understanding of what this research is focused on, and how it will attempt to answer the research questions identified in Section 1.4. As discussed earlier, the research purpose is to understand the difference in consumer perception of and purchasing behaviour towards “sustainability-driven” and “traditional” companies, and their CSR activities. The research will also strive to understand the underlying reasons for the observed relationships obtained from the survey results and their analysis. Moreover, this paper also aims to supplement our primary analysis by attempting to study how this relationship will be affected if demographics are taken into consideration.

The research design for this paper is case study based. In order to reach the objectives of this paper, it was deemed appropriate to select this research design because of its suitability to the research structure. In order to obtain an answer to our research questions, we will first focus on understanding consumers' general perceptions of the fashion industry and fashion companies, while also seeking to identify trends and patterns in purchasing behaviour. Subsequently, the survey group will be introduced to a case study, as discussed in section 1.2, where it was decided that two case companies, H&M and Tentree would be selected to represent each defined category, the details of which have been presented in Section 3.2.3. The purpose of the case study was to understand consumer perception of and purchasing behaviour towards actual companies, rather than abstract and general concepts. The usage of case companies also meant that respondents of the survey would be presented with factual information about those companies and their CSR activities, which would allow us to contextualize our study by using examples of actual firms.

3.2.1 Research Variables

This study has been designed to understand the simultaneous interrelationships between different categorical variables. Our research is focused on understanding the dependency and association between different variables that define and measure consumer perception and purchase behaviour with regards to either category of company ("sustainability-driven" and "traditional") and their environment-related CSR activities. Unlike a research design where independent variables have a unidirectional effect on the dependent variables, a cross-analysis of different variables helps to determine the strength of dependency and association between two variables. For example, if the dependence and association between variables A and B are strong, it would mean that a change in A could affect B, while a change in B could also affect A - this implies simultaneous interdependence and interrelationship between the two variables. Consequently, such a research design does not allow for definition of independent and dependent variables with unidirectional causal relationships; rather, the focus is on conducting cross-analysis of the different variables to understand if and how they are dependent on or associated with each other. The primary variables used for the cross-analysis have been presented in Table 1.

Table 1: Primary Variables and their Measurements

	Variable	Measurement
Consumer Perception	Importance of a fashion company's environment-related CSR activities in consumer purchasing decisions	Structured as a 5-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree"
	General perception about whether CSR activities of "Sustainability-driven" companies are more genuine and trustworthy	Structured as a 5-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree"
	Perception about the genuinity of Tentree compared to H&M with regards to their CSR activities	Structured as a 5-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree"
	Perception about the genuinity of particular case examples of Tentree and H&M's CSR activities	Structured as a multiple choice response (Tentree's CSR activitiy is more genuine, etc)
	Consumer perception about the degree of greenwashing present in "traditional" companies compared to "Sustainability-driven" brands	Structured as a 5-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree"
Consumer Purchasing Behaviour	Purchasing frequency	Number of times clothes are purchased in a year
	Preference to purchase environmentally sustainable clothing over "regular" clothing	Structured as a multiple choice response (yes, no, maybe, etc)
	Consumers' general willingness to purchase environmentally sustainable clothing from "sustainability-driven" companies	Structured as a multiple choice response (yes, no, maybe, etc)
	Past purchase behaviour in reaction to "traditional" company's (H&M) greenwashing scandals	Structured as a multiple choice response (will boycott for a short while, etc)
	Expected purchase behaviour in reaction to hypothetical news about "Sustainability-driven" company's (Tentree) greenwashing scandals	Structured as a multiple choice response (will never purchase from that brand again, etc)
	Consumer choice of company when looking to purchase environmentally sustainable clothing	Structured as a multiple choice response (Tentree, H&M, neither, etc)
	Consumer belief of which company would hold the greater potential to alter their purchasing behaviour towards more environmentally sustainable consumption	Structured as a multiple choice response (Tentree, H&M, neither, etc)
Demographics	Demographics - Gender	Gender of respondents
	Demographics - Age	Measured in age groups with 5 year intervals (for example 16-20)
	Demographics - Nationality	Nationality of respondents

3.2.2 Description of Case companies

3.2.2.1 H&M

For the purpose of this research, H&M was selected to represent the “Traditional” category. H&M is one of the largest and most prominent fashion brands in the world which is why this company was selected for this case study.

H&M is a Swedish multinational clothing-retail company known for its fast-fashion clothing for men, women, teenagers and children, and is located in 74 countries (H&M Group, 2020a). At the moment, it has only one product line, "Conscious" that is marketed as containing at least 50% sustainable materials, such as organic cotton and recycled polyester (H&M, 2020a). H&M Group’s 2018 Sustainability Report postulates that by 2030, H&M aims to use only recycled or other sustainability sourced materials, and by 2040 it wants to be 100% climate positive (H&M Group, 2020). One of H&M’s most recent, popular environment-related CSR initiatives was the Garment Collecting (Recycle at H&M) program (H&M, 2020b). It is a global initiative that works to prevent customers unwanted clothes and textiles from going to landfill; one can simply hand in his/her bag of old clothes at the cash desk, and receive a discount voucher for his/her next purchase (H&M, 2020b). According to H&M (2020b), the clothes will be either reused, reworn or recycled.

3.2.2.2 Tentree

To represent the second category - “Sustainability-driven” companies - Tentree was chosen. There are many rapidly rising environmental sustainability-focused companies. As such, it was difficult to select any one for the purpose of this paper. Consequently, the authors of this paper shortlisted 5 companies that fit the criteria of the defined category - the companies’ primary product lines were based on the premise of being environmentally sustainable. Finally, Tentree was randomly selected from these 5 companies to be used as a case company for this paper.

Tentree is a Canadian clothing brand that aims at providing environmentally sustainable clothing (Tentree, 2019). All of Tentree’s clothing is made from ethically sourced and sustainable materials including cork, coconut, organic cotton, hemp and recycled polyester and produced in ethical factories (Buckle Blog, 2019; Morgan, 2020; Tentree, 2020a). It became a certified B Corporation (B Corp) in 2016, which is a business that meets the highest standards of verified social and environmental support, public transparency, and legal accountability to balance profit and purpose; the company scored 124 points on the scale compared to the minimum requirement of 80 to achieve this certification (Tentree, 2019). Tentree's most popular CSR activity is where its name was derived from; the company is famous for planting ten trees for every product sold (Tentree, 2019). An important initiative is that Tentree gives customers a unique code for every product sold so that they can track the growth of "their" trees (Tentree, 2020b). Their website also has an online counter for the number of trees planted which is constantly updated as new trees are planted - in other words, as new products are sold (Tentree, 2020c).

3.3 Data Collection Method

To obtain the required data for this research, primary data were used to gain an insight into the difference between consumer perception of and purchasing behaviour towards the two categories of companies and their CSR activities. To gather the primary data, the convenience sampling method was used. Due to limited resources, this method was given preference over random probability sampling as this technique is relatively easier and less expensive compared to other sampling methods (Mathers, Fox & Hunn, 2009). In order to collect this data, we specifically created and distributed questionnaires (term interchangeably used with *surveys*) for this research. The following subsections will explore details about the questionnaire, the target audience and how the questionnaire was distributed among the surveyed group.

3.3.1 Details about the Questionnaire

This research is centred on the primary data obtained through the survey which was structured in a manner conducive to answering our research questions, and the achievement of our research aims and objectives. The primary considerations kept in mind when creating the survey was not only to obtain the required data, but also to make the questionnaire easy for respondents to complete (Mathers, Fox & Hunn, 2009). The survey was conducted anonymously to protect respondents' privacy.

It must also be noted that a test survey was initially conducted. Five persons (fellow students and colleagues), who we believed would provide the most constructive feedback and criticism, were selected for this purpose. They were presented with the initial draft of the questionnaire to confirm that the questions and response options were understood as intended. Additionally, they were also requested to give suggestions for improvement. Based on the test survey group, a few questions were added (and removed), some changes were made to the phrasing of three questions, while two extra definitions were added; there was also a slight change to the structure of the survey to accommodate the recommendations.

The survey had six primary sections, and there were four different survey tracks for the fifth section, based on the response to the final question of the fourth section. Such a structure was preferred to enable consumers to go directly to the relevant section based on their responses, in order to obtain focused and more informed results - four survey tracks meant four different consumer perspectives, which would enhance the quality of our analysis by presenting and classifying varying viewpoints. Consequently, the number of questions for each respondent ranged from 23 to 25 (excluding the first section on demographics), depending on the survey track. A final supplementary section was created to receive feedback from respondents; however, it was not mandatory. All other questions (and sections) in the survey were mandatory to answer, so as to prevent the issue of non-responses.

The first four sections were the same for every participant. The first section consisted of basic demographic characteristics - gender, age group and nationality - while the second section aimed to understand consumers' perception of CSR, greenwashing and their purchasing behaviour in the fashion industry from a general perspective, without introducing the case study. The third section was constructed to obtain an insight into the respondents' knowledge of the case companies, while the fourth section provided a brief introduction of the case companies and their CSR activities, and focused on asking specific questions regarding these companies and their CSR activities in accordance with our research aims, objectives and purpose. Based on the response to the final question in the fourth section, respondents were subsequently presented with one of the survey tracks in the fifth section. Thereafter, all respondents would complete the sixth and final section before concluding the survey with the optional feedback section. A complete copy of the survey questions and sections has been attached in Appendix A; for convenience of the reader, all different paths have been defined separately.

All of the questions, apart from one, were either multiple-choice or based on the Likert scale. While many multiple choice questions were structured so that they had a fixed number of possible responses (for e.g. "Yes", "No" or "Maybe/I don't know"), others were more open questions, which deemed it impossible for us to include (or anticipate) all possible responses to such a question. Consequently, in these instances, an "Other" alternative was also included in the answer alternatives as a complement to the responses that we most expected respondents to give. For questions that were based on the Likert scale, a five point scale ranging from "strongly disagree" to "strongly agree" was used for the purpose of this survey. Finally, short answer or paragraph questions were primarily avoided due to the complexity and ambiguity of analysing highly diverse answers from a large survey group (Mathers, Fox & Hunn, 2009); there is only one such question - Q.18 in Track 3 of the four possible tracks in the fifth section . We believed that such a structure for that question was necessitated by the nature of the respondents' decision to be better able to understand the reasoning behind their selection.

3.3.2 Target Audience

The target audience for this research is both men and women, from the age of 16 and above. It must be noted, however, that the target group was not limited to any particular nationality. Moreover, the age bracket was divided into six categories 16-20, 21-25, 26-30, 31-35, 36-40 and above 40. Consequently, the research does not focus on any particular age group or class of individuals, rather the target group has been diversified as much as available resources have permitted.

3.3.3 Survey Distribution Method

The next task was to distribute the survey in such a manner so as to obtain as large a research sample as possible, while also minimizing the costs. To achieve this purpose, the survey was translated onto an online platform, Google Forms, that could be distributed seamlessly to a large audience (Evans & Mathur, 2005). Paper surveys were avoided because of their inefficiency in terms of time and cost, and not being environmentally friendly. For distribution purposes, four primary methods were used:

1. Contacting and requesting the help of Lund university program coordinators to distribute the online survey among their relevant departments' students.

2. Uploading the online survey to different Facebook groups in Lund, such as programme or faculties student groups.
3. Sending personal emails to Lund University teachers and students using the university email portal.
4. Requesting friends and family to further distribute the online survey to other colleagues and acquaintances.

The questionnaire was distributed to the target group on 21-04-2020, and was closed on 08-05-2020; hence, the data were collected for 18 days.

3.3.4 Reflection on Alternative Data Collection Methods

As with any research thesis, it must be noted that there were several alternative data collection methods that could have been used for this paper. Firstly, secondary data could have been used; such data can tend to reduce a lot of time and effort on behalf of the writers; however, it does not allow for originality, nor control over the parameters of the research (Bryman & Bell, 2011). This may mean that the available data could be somewhat relevant for the aims and objectives of this paper, but not necessarily exactly what was required. Nevertheless, some secondary data were still acquired with regards to information about the case companies and their CSR activities.

Secondly, physical interviews with target group members, or physical, on-site promotion of surveys and the research (for instance, in libraries, university campuses or city centres) would have been excellent supplementary data collection methods. While these options underwent serious consideration, it must be noted that the COVID-19 (Coronavirus) global pandemic rendered these alternatives unfeasible, because of health and safety concerns. Consequently, while overuse of and reliance on secondary data was rejected by our own choice, other data collection methods had to be disregarded due to circumstances out of our control. As a result, it was decided that the use of surveys was the best available alternative for data collection with respect to the type of data required and in light of the objectives of this paper.

3.4 Data Analysis

The primary data obtained from the survey will be analysed using quantitative and statistical techniques to analyse consumer behaviour in the surveyed group. The data obtained from the survey was built on categorical variables, which were recoded to take the form of nominal and ordinal variables in SPSS for statistical purposes, hence for the purpose of quantitative analysis, the research will use a combination of contingency tables (cross-tabulation) and charts made from the acquired data. While data obtained from convenience sampling tends to contain a large amount of sampling error and bias, correlation analysis and some related hypothesis testing will be used in certain sections of the analysis to supplement the results from cross-tabulation. Primarily the Chi-square test and Cramer's V will be used, which are recommended for categorical variables (Bryman & Bell, 2011). All primary data has been presented using charts and contingency tables, which we created especially for the purpose of this research using Microsoft Excel and SPSS 25 software. The results will then be supported through qualitative analysis by relating to theories and concepts in existing literature.

3.5 Validity and Reliability

Bryman and Bell (2011) define validity as being "concerned with the integrity of the conclusions that are generated from a piece of research" (p.42). We believe that the results of this paper will be partially sound and valid, considering the limitations of the research design and lack of resources. Internal validity can also be argued for - research has shown that CSR activities have had a major influence on consumer perception and behaviour. Similarly, the research can also be said to be externally valid; through the broad definition of fashion company categories, and usage of two case companies that represent those categories, the results can be extended to the wider group, albeit with some minor variations. However, it must be considered that the data were collected through the convenience sampling technique; because of this, it may be difficult to assert that the results of our study will be completely valid for the wider population because of inherent sampling bias and error. Consequently, while the results will be valid with regards to the sample, conclusions about the population in general may or may not be as valid, although they may still hold relevance to discussion and future research.

According to Bryman and Bell (2011), reliability is defined as being "concerned with the question of whether the results of a study are repeatable" (p.41). We believe that the results of this paper are reliable and repeatable. There was a consistent and stable method of data collection - all respondents had to answer the same questions based on the same case companies. Provided that consumers are presented with a similar case based on the predefined categories of companies, the results of this paper should hold to a considerable extent.

Data collection was also a success, considering the lack of resources. While further data gathering techniques could have been utilized to gain a larger sample, they were rendered impossible because of the COVID-19 epidemic. Nonetheless, through our constant efforts and assistance of colleagues, a reasonable and diverse sample of respondents was obtained. Positive feedback by respondents was also received with regards to the structure and content of the survey. Therefore, we contend that given the time and resource constraints, data collection for this paper can be considered to be very successful.

3.6 Limitations

There are several limitations regarding our research methodology that need to be taken into consideration for this research. Firstly, since the primary data were collected through convenience sampling, there could be several deviations compared to data collected via random probability sampling. Moreover, since the factors that determine inclusion in a non-probability sample are so complex and dynamic, it is impossible to measure how representative such a sample actually is (Etikan, Musa & Alkassim, 2016). Data collected through convenience sampling also tends to have high levels of sampling bias and error (Bryman & Bell, 2011). Because of these reasons, it is not possible to draw concrete conclusions about the entire population based on the sample in this research because the collected sample may not be representative of the entire population. However, it can also be argued that perfectly random sampling seldom exists - even random-probability sampling has errors and bias, albeit to a lower extent. Therefore, this must be kept in mind during a perusal of the results and their statistical analysis; while some correlation analysis and related hypothesis testing will be utilized, these must be studied critically if generalizations about the population are to be made - they could be valid, but it is unreasonable to assume so. Moreover, it must be noted that since all data obtained was categorical, it is only possible to study the results of Spearman's rho as a measure for correlation coefficients, and that too only when a cross-analysis of two questions structured on a Likert scale (ordinal variables) is conducted; it is impossible to rank the responses obtained from other questions which would render correlation analysis superficial and incorrect.

Secondly, since a significant portion of the target audience who received the survey were students or associated with universities, there could be bias towards particular age groups, knowledge levels, etc. A major reason for this was limited access due to lack of resources and the COVID-19 epidemic, which has rendered physical communication and data collection extremely difficult. As a result, this will result in sampling bias arising from convenience sampling. Hence, it may not be possible to generalize the results to all age groups, for instance. However, the results can still be considered constructive and provide a solid platform for future research in this field.

Moreover, while the surveys were distributed regardless of the nationality of the respondents, there is a strong likelihood that the majority of respondents will be from Sweden. This is because the data were primarily collected in Sweden due to close affiliations with Lund and Malmö universities. Consequently, it may be difficult to completely extend the results of this research to the behaviour pattern observed in other countries, for instance, due to cultural differences.

4 Analysis and Discussion

This chapter will aim to analyze the results of the survey in order to answer the research questions that were identified in Section 1.4. Firstly, there is a brief discussion on demographics, before an analysis of the general consumer perception of CSR activities in the fashion industry. The third section focuses on consumer perception in response to the case study. This is followed by a discussion and analysis of general aspects of consumer purchasing behaviour, while the fifth section is based on a purchasing behaviour analysis as part of the case study. Finally, a brief analysis of demographic-based analysis will also be conducted.

Whereas the second and third sections will aim to answer our first research question about differences in consumer perception, the following two sections will attempt to analyze the differences in purchasing behaviour. In these sections, usage of statistical analysis, as described in Chapter 3, will be prevalent to understand the results. Moreover, these results and their analysis will also be connected to existing literature where relevant.

Note 1: *"Environment-related CSR activities" have been referred to as "CSR activities" in several places to avoid monotonous repetition.*

Note 2: *Please refer to Appendix A for further perusal of survey questions' descriptive statistics (if required). The analysis of survey items in this section can be considered self-sufficient; hence, constant referral to Appendix A will be avoided in order to prevent hindrance in readability.*

4.1 Demographics

There were a total of 188 respondents in the survey. We believe that this was a sufficiently large sample size to make reasonable conclusions, especially given the resource and time constraints. It was also deemed important to collect basic demographic characteristics of the respondents - gender, age group and nationality - in order to understand the diversity of the surveyed group.

The gender dispersal of the respondents was well distributed between males and females as 85 (45.2%) and 103 (54.8%) respectively which lends credence to any comparisons that will be made between the two genders. Regarding the age group, the majority of the data received were from the youth, as expected and discussed in the limitations in Section 3.6. Approximately 70.2% of the respondents belonged to Generation Z (aged 25 or younger), with the largest segment being in the 21-25 age group with 104 (55.3%) of the total respondents. 22.9% of the respondents were part of Generation Y (26-40 years old), while the remaining belonged to Generation X (41-60 years old) or older generations.

Finally, the survey group had nationalities that encompassed 40 different countries, across different continents - primarily focused in Europe, Asia, Africa and North America. Since the survey was distributed in Sweden, approximately 53.2% of respondents were from Sweden; however, the remaining 46.8% respondents had varied nationalities. As a result, our research will not focus on just the Swedish market, but rather aim to present an international viewpoint of our research question. This will help us contribute to Karaosman, Morales-Alonso and Grijalvo's (2015) reflection that an international setting is needed to understand consumer behaviour differences towards CSR activities across different nations.

4.2 General Consumer Perception of CSR and Greenwashing in the Fashion Industry

4.2.1 Perception of "Sustainability-driven" Brands

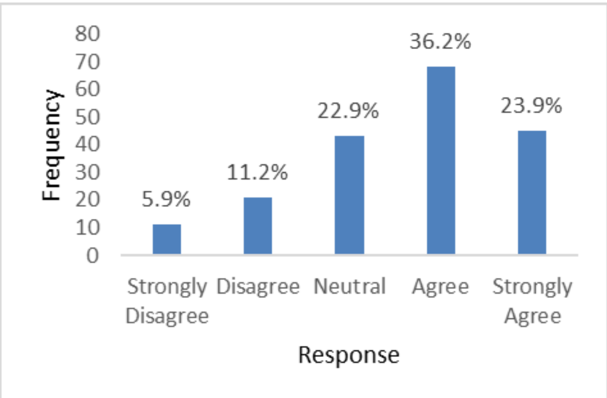

Figure 1: Perception of "Sustainability-driven" Brands

Participants in the survey were asked if they believed that environment-related CSR activities by "sustainability-driven" brands that only sell products which are marketed as environmentally sustainable (for e.g. produced from organic materials only) are more genuine and trustworthy than CSR activities by "traditional companies". As shown in Figure 1, the results showed that a significant majority of 60.1% said that they believed that CSR activities by “sustainability-driven” brands are more genuine and trustworthy than CSR activities by “traditional” brands, while only 17.1% believed the opposite. A relatively moderate amount of respondents (22.9%) said that they did not have any firm belief on the matter. The results showed that the majority of respondents believed that CSR activities by “Sustainability-driven” brands are better perceived by consumers compared to those undertaken by “traditional” brands. While the definition of company categories for our research are novel, existing literature has suggested that socially responsible companies are better perceived by consumers (Arli & Lasmono, 2010; Carvalho et al. 2010; Koech & Coldwell, 2019; Lin et al. 2011; Marquina & Morales, 2012; Sen, Bhattacharya & Korschun, 2006; Trudel & Cotte, 2009). Our results are thus in line with existing research.

4.2.2 Perception of Greenwashing in the Fashion Industry

The results of our survey revealed that a considerable proportion of the respondents believed that greenwashing has impacted the credibility of CSR activities by fashion companies in one way or another. Approximately 40.4% of the participants maintained that greenwashing has impacted the credibility of the industry as a whole, while 20.2% suggested that it has affected the credibility only for companies that have been part of such scandals. A further 12.8% responded that it has affected the credibility of CSR activities in the fashion industry, but not for niche companies that focus on selling environmentally sustainable products only. Only 5.9% of total respondents believed that greenwashing has not impacted the trustworthiness of CSR initiatives in the fashion industry, while 20.7% revealed that they did not know, implying a lack of knowledge about or interest in greenwashing scandals by fashion companies. Previous studies have also shown that greenwashing creates distrust and uncertainty among consumers (Chen & Chang, 2013; Chen, Lin & Chang, 2014; Henninger, Alevizou & Oates, 2016; Johnstone & Tan, 2015; Lim et al. 2013; Self, Self & Bell-Haynes, 2010).

Moreover, the survey participants were also asked whether they considered large, renowned fashion brands to engage in more greenwashing as compared to smaller, environmentally sustainable-focused niche companies. Similar to the results obtained in Section 4.2.1, the responses to this question also favoured “sustainability-driven” companies. Approximately 57% of the respondents believed that larger, renowned fashion brands would be more likely to engage in greenwashing activities, while a meagre 15.9% disagreed with this and 27.1% of the respondents didn´t have an opinion on the matter.

A contingency table to analyze consumer perception of greenwashing based on their general perception about the genuinity of the CSR activities by the two categories of companies was also created (see Section B1 in Appendix B). While some respondents did present different viewpoints, generally the results portrayed that whichever category of company the respondents perceived to be better in terms of genuinity of its environment-related CSR activities, they also better perceived that category with regards to greenwashing. In other words, those respondents that said they perceived environment-related CSR activities of “sustainability-driven” brands to be more genuine also believed that “sustainability driven” brands engage in less greenwashing whereas those that perceived “traditional” brands´ environment-related CSR activities to be more genuine believed that this category of companies were engaged in less greenwashing. An analysis of the Chi-square test and Cramer’s V also revealed p-values less than the significance level, meaning that the results were statistically significant and there was evidence to suggest dependency and association between the two variables. As both variables were ordinal and based on the Likert scale, a Spearman’s correlation coefficient could also be observed. This value suggested a moderately positive correlation between the consumers’ perception about CSR activities by the two categories of companies and their perception about the degree of greenwashing present in such companies; it was also seen that the value was statistically significant as the null hypothesis was rejected.

4.3 Perception of Case Companies and their CSR Activities

This section of the chapter will build on Section 4.2 by incorporating the results of the case study on consumer perception of H&M, Tentree and their CSR activities.

4.3.1 Survey Participants’ Own Knowledge about the Case Companies

The results of our survey showed that approximately 95.7% of the respondents knew about H&M; however, as shown in Figure 2 (on the next page), only 64.4% out of these were aware of at least some of the company’s CSR activities, while 35.6% were completely uninformed about its CSR activities. On the other hand, only 15.4% of the respondents were aware about Tentree as a company - out of which 75.9% had knowledge of at least some of Tentree’s CSR activities, while 24.1% did not have any information about the company’s CSR activities. The considerably lower levels of respondents who knew about Tentree were expected since it is a small, niche company (albeit international) as compared to one of the largest fashion retailers in the world, H&M. Out of the respondents who knew about either (or both) of the companies, it can be observed that a significant number of respondents were completely unaware of the companies' CSR activities. The issue of lack of knowledge and awareness about CSR activities has also been raised by many scholars, which obscures the actual impact of CSR on consumer behaviour (Bhattacharya & Sen, 2004; Fatma, Rahman & Khan, 2015; Koech & Coldwell, 2019; Pomering & Dolnicar, 2009; Öberseder, Schlegelmilch & Gruber, 2011). It is evident from our results that this factor is still present, even for a global retailer like H&M.

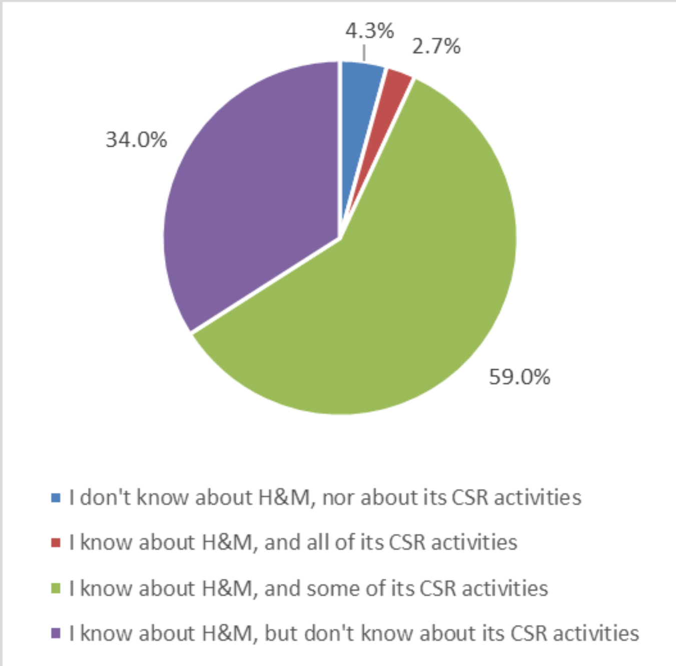

Figure 2: Knowledge About H&M

When the respondents were asked based on their own personal knowledge about the case companies, whether they believed that Tentree's CSR marketing activities were more genuine as compared to H&M, most respondents said that they didn't have enough knowledge about one or both of the companies to answer the question. However, out of the remaining 23 respondents, 87% believed that Tentree's CSR activities would be more genuine; 4.3% stated otherwise, while 8.7% were unsure and selected "Maybe" as their response. Even considering the small quota of respondents who were able to answer this question, we can observe that there was a significant majority who believed that Tentree would be more genuine with its CSR activities.

4.3.2 Change in Responses Based on New Information

The participants of the survey were then provided with a primary description of the companies, H&M and Tentree, and the type of product that they sell, as well as information over the sustainability efforts and objectives of both companies (refer to Survey Section 4 in Appendix A for a manuscript of the description). However, no example of any particular CSR activity by either of these companies was provided at this stage. Rather, this was provided later, as discussed in Section 4.3.3.

Based on the new information, participants were asked which company's CSR activities they would now perceive to be more genuine. The results showed that a total of 71.3% of the respondents believed that Tentree would be more genuine with regards to CSR activities. It was observed that out of these respondents, a significant portion (51.5%) based their responses on the premise that Tentree focused primarily on selling environmentally sustainable products only, while 25.4% suggested that Tentree´s CSR activities sounded more convincing and genuine. At 16.4%, the third most common answer among the surveyed participants was that they believed Tentree had a lower focus on profitability than on environmental sustainability, implying that they perceive H&M to be doing the opposite. A few respondents also said that they perceive Tentree to be more genuine because it became a certified B-corporation with an above-average score. While some participants merely stated what they thought Tentree was doing better, others were seen as having quite a discernment for H&M and its CSR activities, and going as far as suggesting that almost every company would be better than H&M. This could be because greenwashing has negatively affected consumer trust and made them suspicious towards CSR activities (Chen & Chang, 2013; Chen, Lin & Chang, 2014; Henninger, Alevizou & Oates, 2016; Johnstone & Tan, 2015; Lim et al. 2013; Self, Self & Bell-Haynes, 2010). According to one statement:

"It is highly likely that practically any company is more genuine regarding CSR than H&M, in my opinion."

On the other hand, the 23 respondents who did not believe that Tentree was more genuine with its CSR activities, or the 31 who were unsure also presented several reasons for their argument. Out of these, 35.2% said that they were equally skeptical towards CSR activities of all fashion companies, 25.9% suggested that it is difficult to distinguish between genuine CSR and greenwashing, while 22.2% contended that all companies primarily want to maximize profits regardless of the type of company that it is. However, very few participants (5.6%) stated that they felt H&M's activities as more genuine. Consequently, it can be observed that considering Tentree to be less genuine with regards to its CSR activities was not a direct result of a higher faith in H&M's CSR initiatives; rather it was more focused on general skepticism towards all fashion companies and their CSR activities.

A contingency table analysis was also conducted to understand consumers' perception of the genuinity of the two case companies based on their general perception of CSR activities by niche environmental sustainability-focused brands, i.e. "sustainability-driven" companies as was discussed in Section 4.2.1. The results revealed an observable pattern (see Section B2 in Appendix B); a significant proportion of respondents reiterated the beliefs they had portrayed when presenting their general opinion - for instance, the majority of respondents who generally believed "sustainability-driven" companies' CSR activities to be more genuine also suggested that Tentree was more genuine. However, it was also observed that substantial quotas of respondents who had previously disagreed, strongly disagreed, or were neutral in their general perception, believed that Tentree was more genuine than H&M with its environment-related CSR activities. Both the Chi-square test and Cramer's V statistics for these variables also returned statistically significant results, suggesting that consumer's perception of case companies is dependent on their general perception about the company categories. Since both variables were ordinal, a Spearman's rho was also analyzed, disclosing a moderately positive correlation between the two variables that was also statistically significant at the 0.01 level of significance.

4.3.3 Response to Examples of CSR Initiatives Undertaken by Case Companies

The survey participants were then provided with actual examples of CSR initiatives by the two companies in order to gain further insight into consumer perception and to understand which company's CSR activity seemed more genuine to the respondents. The examples given in the survey have been mentioned below:

> **Tentree´s CSR initiative** - "It plants ten trees for every product sold, and gives customers a code so that they can track the growth of "their" trees. Their website also has an online ticker which is constantly updated as new trees are planted (simultaneously as new products are sold)."
>
> **H&M´s CSR initiative** - "The Garment Collecting (Recycle at H&M) program is a global initiative that works to prevent customers unwanted clothes and textiles from going to landfill. You can simply hand in your bag of old clothes at the cash

desk, and receive a discount voucher for your next purchase. The clothes will be either reused, reworn or recycled."

As shown in Figure 3, the results showed that a significant section (51.1%) of the respondents believed that Tentree's CSR initiative was more genuine, while 31.9 % said that both were equally genuine. A further 8% considered H&M's CSR activity as more genuine, while 9% said that neither company´s initiative seemed genuine to them. Consequently, there were four different tracks in the next section of the survey, as have been discussed in the methodology section.

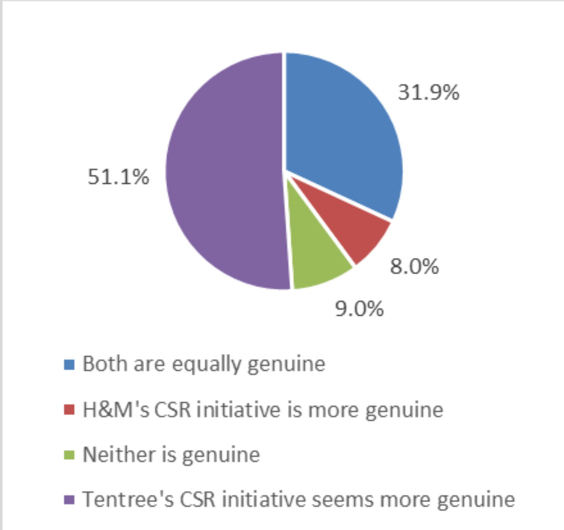

Figure 3: Perception About Genuinity of CSR Activities

A cross-table analysis between consumers' perception of the case companies' CSR activities and their general perception of CSR activities by "sustainability-driven" companies, as discussed in Section 4.2.1, was also carried out (refer to Section B3 in Appendix B). A similar pattern was observed among all respondents; regardless of the alternative that was selected when asked about their general perception, the majority of participants here either believed that Tentree was more genuine, or that both were equally genuine. As a result, it seems that there seems to be no relation between the two variables; rather, it appears that many respondents considered the examples of CSR activities in isolation instead of staying within their belief sets. The Chi-square test and Cramer's V also proved this argument because in both cases, the null hypothesis was accepted, so there was no evidence to suggest any dependence or association between the variables.

4.3.4 Analysis of the Alternative Survey Tracks

This section will separately analyze consumer perception of the CSR initiative examples of the two case companies based on the track that the participants chose.

4.3.4.1 Track 1: Tentree is More Genuine

There were 96 participants out of the 188 surveyed, that believed Tentree´s CSR activity was more genuine as compared to H&M´s CSR activity. Out of these, the highest number of respondents (31.3%) said that H&M is more likely to be involved in greenwashing, while 22.9% said that they trusted Tentree more as a company. These results are quite interesting as they show that approximately 56% of the respondents did not even consider the type of CSR activity, rather they merely trusted Tentree more than H&M as a company due to its focus on the environment as its fundamental basis of business. As one respondent said:

"The company seems to be founded on the idea of sustainability"

Other respondents, however, actually considered the particular CSR activity example given in the question. Around 21.9% perceived Tentree´s CSR activity to be more genuine because it would have a greater impact on the environment. A further 16.7% said that they preferred the type of CSR activity Tentree was pursuing. Becker-Olsen, Cudmore and Hill's (2006) research regarding "low-fit" and "high-fit" CSR initiatives can be related here. It can be argued that some consumers suggest that CSR activities which they believe are more "high-fit" are perceived as more genuine. However, our results have shown that the majority of respondents based their perceptions of a fashion company's trustworthiness with respect to its environment-related CSR activities on the *type/category of company* rather than on the *type of CSR activity*. We also contend that it may be difficult for consumers to distinguish between "high-fit" and "low-fit" initiatives; rather they make decisions based on other factors such as personal beliefs and preferences (for example, planting trees is more beneficial to the environment as compared to recycling clothes or vice versa). The remaining respondents gave their own opinions; they either trusted Tentree more as a company or perceived H&M very negatively. According to a respondent who had participated in the case example CSR initiative by H&M (the recycling campaign) shared his/her experience and thoughts on it:

"I consider that H&M only uses environmental propaganda to get even more profit, I myself participated in their used clothing collection campaign and then I was informed that they were unable to process so many clothes because it entailed a very high cost. So instead, they ended up throwing away most of it. In addition,

as a « prize » they give you discounts to spend in their stores, further promoting the consumer model."

The survey participants in all four tracks were also presented with a statement by Elizabeth Cline (author, journalist and expert on fashion and sustainability) who revealed that H&M's recycling campaign was also an instance of greenwashing (Refer to Question 16 of Track 1 in Appendix A for the complete statement). The participants were then asked if the statement had worsened their perception regarding the trustworthiness of H&M´s CSR activities.

According to the results for this track, a striking majority of approximately 66% said that it had, while 27.1% of the respondents were indecisive; only 7.3% said that it had not worsened their perception regarding the genuinity of other CSR activities by H&M. These results are also in tandem with previous research which reiterate that news about greenwashing negatively influences consumer perception and increases consumer distrust (Chen & Chang, 2013; Chen, Lin & Chang, 2014; Henninger, Alevizou & Oates, 2016; Johnstone & Tan, 2015; Lim et al. 2013; Self, Self & Bell-Haynes, 2010). The research by Nyilasy, Gangadharbatla and Paladino (2014) was right in concluding that greenwashing can have a significant impact on consumer perception and purchasing behaviour, as is also evident in our results.

4.3.4.2 Track 2: H&M is More Genuine

The second track consisted of 15 participants who believed that H&M´s CSR initiative was more genuine as compared to Tentree's. Unlike the respondents that believed Tentrees´s CSR activity to be more genuine, all the respondents' answers in this track were based on the particular CSR activity rather than the overall image of the brand itself. The majority (53.4%) of the respondents said that they considered H&M´s CSR initiative to have a greater impact on the environment in comparison to Tentree´s, while 40% said that they preferred the type of CSR activity that H&M was engaged in. One respondent even suggested that Tentree was more likely to engage in greenwashing.

In response to Elizabeth Clines's statement, the results for this track showed that 60% of the respondents said that their perception had worsened. Only 13.4% argued that the statement had not worsened their perception towards CSR activities by H&M, while the remaining 26.6% respondents were indecisive. Next the respondents were inquired whether their decision had now changed based on this new piece of information and if they now believed that Tentree´s CSR initiative was more genuine. The results were 60/40 with 60% still abiding by their original decision; however, a significant portion - 40% of the respondents had now decided to alter their opinion based on this new information and said that they considered Tentree´s CSR initiative to be more genuine.

4.3.4.3 Track 3: Both are Equally Genuine

The third track was for those respondents that believed that both H&M and Tentree´s CSR initiatives were equally genuine, and consisted of 60 individuals. Two common reasons were observed for selecting this alternative. As displayed in Figure 4, out of these 60 respondents, 53.3% believed that both companies' CSR initiatives were equally good while 33.3% said that they maintained both companies were morally responsible so their CSR would be genuine. In response to Elizabeth Cline's statement, it was seen that approximately 72% of the respondents believed that the statement had worsened their trust towards CSR activities by H&M, while only 8.3% said that the statement had not affected their beliefs and approach towards H&M; 20% of the respondents were indecisive.

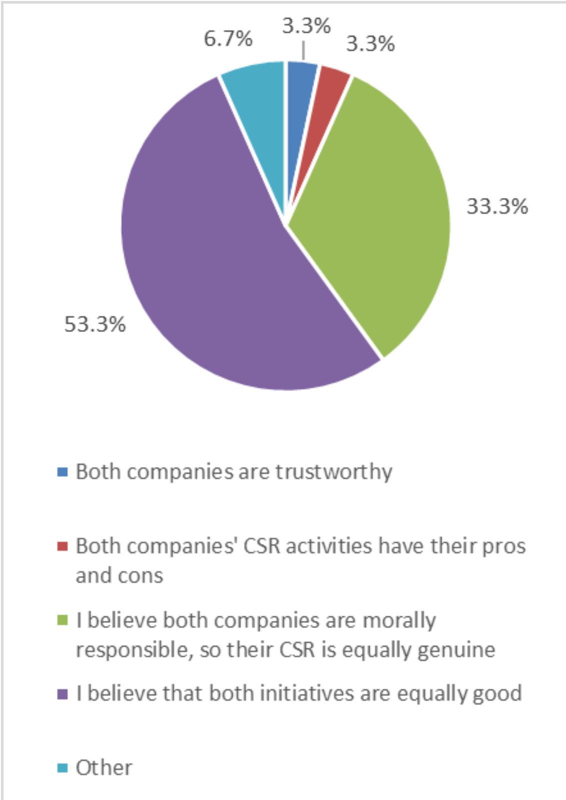

Figure 4: Track 3 - Reasons for Believing Both CSR Activities are Equally Genuine

Similar to track 2, the respondents were then asked whether they now believed that Tentree´s CSR initiative was more genuine based on this new piece of information regarding H&M. The results showed that 70% of the respondents changed their decision and said that they now believed that Tentree´s initiative was more genuine. On the other hand, 30% still reiterated that both companies were equally genuine - the answer of two respondents can aptly summarize why this segment believed so:

"The two companies are doing different things for the environment. Both activities are important. Planting trees AND gathering garments from customers to recycle are equally good and needed to be sustainable."

"It seems obvious that Tentree is more transparent and reliable, however, it should neither be discredited that H&M does in fact initiate practices aimed at more sustainable opportunities."

4.3.4.4 Track 4: Neither is Genuine

The final track consisted of respondents who believed that neither H&M´s nor Tentree´s CSR initiative seemed genuine. A total of 17 survey participants selected this path. Upon inquiring why they believed so, 52.9% of the respondents reasoned that they were equally skeptical towards CSR initiatives by all companies regardless of the type of company. The rest were varied responses which were reported in the "Other" section; however, the implications were quite similar in that all fashion companies were viewed skeptically. According to two respondents:

"*The impact of planting trees is minimal, while getting all clothes back is a way to reuse material and lower costs even more."*

"I believe that companies in the fashion industry just engage in greenwashing."

When these 17 respondents were presented with Elizabeth Cline´s statement, a total of approximately 53% said that it had worsened their perception; it must be noted that a major portion of 35.3% respondents said that it had significantly worsened their perception of H&M and its CSR activities. It was also observed that a similar 35.3%, were not deeply affected by the statement, while only 11.8% of the respondents said that the statement had not worsened their trust towards CSR activities by H&M.

However, unlike the respondents in the tracks 2 and 3 where significant proportions of the respondents altered their opinions, here it was observed that only 11.8% now believed Tentree´s CSR initiative to be more genuine (Refer to Figure 5). This shows that the majority of the consumers who are skeptical of CSR initiatives by companies in general have developed a very strong attitude of resentment towards the greenwashing practices of fashion companies; even though there has been no instance of any greenwashing scandal by Tentree so far, the majority of the respondents still believed that neither of the companies' CSR initiatives were genuine. These results show quite a major implication for companies especially those that are involved in genuine CSR activities as they have to work really hard to convince these customers to trust them and to believe in their claims.

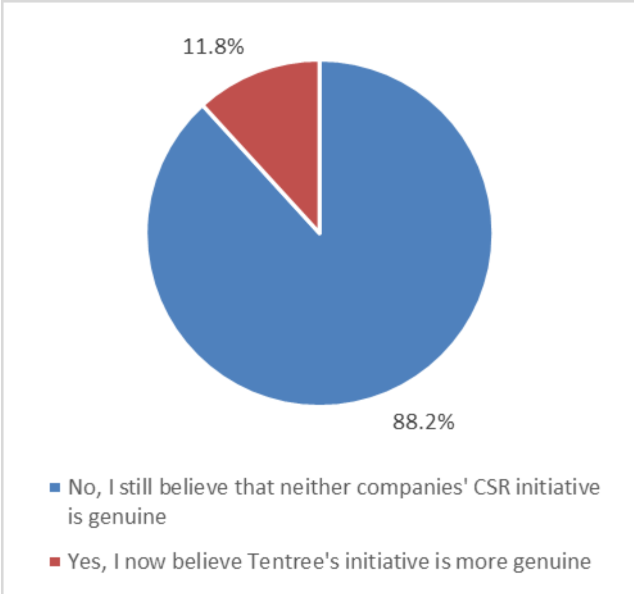

Figure 5: Track 4 - Change in Response Based on H&M's Greenwashing Information

4.4 General Purchase Behaviour of Participants

4.4.1 Purchasing Frequency

Based on the results, approximately 34.6% of the participants stated that they shop for new clothes once every season, while 23.4% stated that they purchase new clothing every second month. Further, 15.4% disclosed that they shop for new clothes once every month, a similar 15.4% reported that they shop only twice in a year, while most of the remaining respondents said that they either shopped once a year, once every week, or based on "necessity" - as one respondent wrote in the "Other" option:

"As my needs for new clothes arise."

Another interesting answer was obtained from two participants; they revealed that they primarily purchased only second-hand clothing. We believe that this is a very interesting observation, and while this research does not focus on second-hand clothing, we do believe that this is an increasingly important aspect of sustainable fashion. Hence, we will attempt to raise this topic further in Chapter 5.

4.4.2 Importance of Environment-related CSR Activities in Purchase Decisions

The survey participants were asked whether they believed that a fashion company's environment-related CSR activities played an important role in their clothing purchase decisions. The results to this were varied and presented an almost perfectly normally distributed response pattern. Approximately 32.4% of the respondents were not sure, 30.8% said that it did play an important role in their clothing purchase decisions, while 36.7% said that it did not. It was also noticed that a higher number of respondents held a more negative extreme stance (13.8% strongly disagreed) compared to those who were highly positive (8.5% strongly agreed) about the role of a fashion company's environment-related CSR activities in their clothing purchase decisions. These findings relate very closely to existing literature (Beckmann, Christensen & Christensen, 2007; Belk, Devinney & Eckhardt, 2005; Bray, Johns & Kilburn, 2011; Jorgensen et al. 2006; Kaur, 2013; Koech & Coldwell, 2019; Lichtenstein, Drumwright & Braig, 2004; Mohr, Webb & Harris, 2001; Öberseder, Schlegelmilch & Gruber, 2011). It can be observed that while CSR activities are of importance to some consumers, for the majority it does not play an important role in their purchase decisions.

4.4.3 Preference to Purchase Environmentally Sustainable Clothing

The results of the likelihood to purchase environmentally sustainable clothing over "regular" clothing presented an interesting outlook - while only 7.4% of total respondents said "No" outright, 21.3% stated that they would "Sometimes" consider purchasing environmentally sustainable clothing and 26.1% said "Yes". However, the largest segment belonged to participants who stated that they would prefer to purchase environmentally-sustainable clothing "only if the price and quality merit the purchase", implying that they are not actively engaged in purchasing such clothing based on the premise of environmental sustainability; rather, other factors play a more important role in their clothing purchase decisions. These results also support research done by earlier scholars (Carrigan & Attalla, 2001; Feldman & Vasquez-Parraga, 2013; Inoue & Kent, 2014; Pradhan, 2017; Trapero, de Lozada, & García, 2010). As demonstrated by our findings, these studies have also shown that factors such as price and quality play a more significant role in purchase decisions as compared to a company's CSR activities.

To understand the effect of the importance of a fashion company's environment-related CSR activities in consumer purchasing decisions on consumers' actual purchasing behaviour regarding the preference to purchase sustainable clothing over "regular" clothing, we also constructed another contingency table (See Section B4 in Appendix B). It was observed that only 44.8% of the respondents who suggested that a company's environment-related CSR activities were important factors in their purchase decision would also prefer to purchase environmentally sustainable clothing. This is further evidence of the attitude-behaviour gap that has been cited in literature (Ajzen, 1991; Bocken & Allwood, 2012; White, Habib & Hardisty, 2019; Young et al. 2010). However, as expected, fewer proportions of respondents who disagreed or were unsure about the importance of CSR activities in purchasing decisions suggested that they would purchase sustainable clothing regularly; rather, most indicated that they would buy such products occasionally or only if the price and quality merit the purchase. A chi-square test of these variables resulted in a p-value very close to 0, which implies that the role of CSR activities in clothing purchase decisions and the preference to purchase sustainable clothing over "regular" clothing are not independent of each other. The Cramer's V also indicated some level of association between the variables.

A reverse analysis of the previous cross-table was also useful to determine how important a company's CSR activities were for individuals that preferred to buy sustainable clothing over "regular" clothing in contrast to those that did not. Our results showed that out of those respondents who said that they preferred to buy sustainable clothing, approximately 53.1% said that a fashion company´s environment related CSR activities played a substantial role in their clothing purchase decisions. On the other hand, for the remaining respondents - who did not prefer to buy sustainable clothing over "regular" clothing, or said that they would prefer to only if the price and quality merit the purchase - it was seen that a fashion company´s environment related CSR activities did not play a substantial role in their clothing purchase decisions.

4.4.4 Purchase Behaviour Towards "Sustainability-driven" Brands

Participants' willingness to purchase products/clothing that was marketed as environmentally sustainable from "sustainability driven" companies rather than from "traditional" brands was also surveyed. According to the results, only 29.3% were sure that they would purchase environmentally sustainable marketed products from "sustainability driven" brands rather than from "traditional" brands, while 12.8% were unsure and 6.4% stated that they would not buy such products from these companies. The largest segment, however, equated to exactly half of the total respondents, that stated "it depends on other factors such as price and quality". Consequently, similar to the discussion in Section 4.4.3, it seems evident that factors other than an environmental sustainability focus play a more significant role in clothing purchase decisions. Another interesting response was given by a participant in the "Other" option:

> *"I would say that it also depends on how recognized that company is by NGOs that deal with environmental sustainability. For example, if the company is doing work that is NGO-approved, then I might be very much inclined to purchase those products. Of course, I wouldn't necessarily expect the quality to be extremely good but I would certainly expect to be able to use the clothing for a significant period of time before having to discard it."*

We believe that this is a highly important point and could play a vital role in consumer buying decisions when they are purchasing environmentally sustainable clothing. Consequently, we will discuss this aspect further in Chapter 5 of this research paper.

4.5 Purchase Behaviour in Response to Case Study

4.5.1 Purchase Preference and Influence of CSR Activities on Purchase Behaviour

The participants of our survey were asked whether they would prefer Tentree's products over H&M's environmentally sustainable marketed "Conscious" Line, *if they were actively looking to purchase environmentally sustainable clothing*. The purpose of this question was to introduce a hypothetical situation for all respondents, i.e. a scenario in which they assume they are shopping for environmentally sustainable clothing, regardless of what type of clothing they buy in reality. According to the results, 44.7% of total respondents stated that they would prefer to purchase such clothing from Tentree rather than from H&M, while only 4.3% said "No" outright, as shown in Figure 6. The results also revealed that a large number (37.2%) of the participants still believed that other factors such as price and quality would play a far more important role in their purchase decisions rather than the company selling the products, while 11.7% were unsure about their preference.

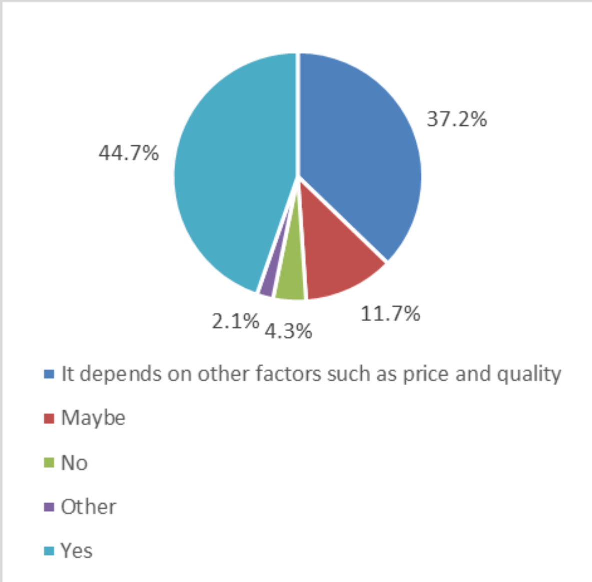

Figure 6: Preference of Company to Purchase Environmentally Sustainable Clothing

Out of the 84 respondents which favoured Tentree for environmentally sustainable shopping, 28.6% said that they would prefer Tentree because it is more truthful and transparent with its CSR activities, 26.2% believed that Tentree had better environmental sustainability CSR initiatives, while 25% suggested that because Tentree's primary business is based on environmentally sustainable clothing only, they would be more knowledgeable and responsible. A further 13.1% of these respondents reveal that they would choose to purchase from Tentree because it has not been involved in any greenwashing scandal so far.

There were only 8 respondents that said "No" outright. The majority of this small group of participants argued that being one of the world's largest fashion retailers, H&M is subject to more stringent CSR policies. On the other hand, the observed pattern from the group of 22 respondents who were indecisive was such that they believed both companies' CSR initiatives had their positives and negatives, so it was difficult to determine the "preference" in this segment.

To get a deeper understanding of which company consumers would prefer if they were looking to buy environmentally sustainable clothing, we also did a cross-tabulation of consumers' general willingness to purchase environmentally sustainable clothing from "sustainability-driven" companies and their actual choice of company based on the case material when looking to purchase environmentally sustainable clothing (See Section B5 in Appendix B). It was observed from the results that participants partially upheld their original decisions; however, it was more interesting to see that 37.2% of the respondents who initially said that such a decision would be based on other factors such as price and quality, suggested that they would prefer Tentree, which indicates that if they are looking to buy environmentally sustainable clothing, they trust "sustainability-driven" brands more, regardless of the price and quality. In a similar manner, respondents who said "No" or were unsure when asked generally, now mostly stated that it would depend on other factors such as price and quality, or that Tentree was the better alternative. The majority of participants who showed a willingness to purchase from "sustainability-driven" brands still stated the same; however, 23.2% now suggested that they were unsure if Tentree was a better alternative than H&M. The Chi-square test and Cramer's V also returned statistically significant values as both null hypotheses were rejected. This implies that there is evidence to suggest that there is some dependency and association between consumers' general company preference to purchase environmentally sustainable clothing and their actual preference in light of case examples.

Two further contingency tables (refer to Sections B6 and B7 in Appendix B) were constructed to identify whether the respondents would choose Tentree or H&M's environmentally sustainable marketed line, "Conscious" if they were looking to buy environmentally sustainable clothing based on: (1) their perceptions about the genuinity of either company with regards to their CSR activities (Section 4.3.2), or (2) in response to the case example CSR activities (Section 4.3.3). The results in both cases revealed that regardless of the perception about the company in general, or the specific CSR activities, Tentree was preferred when purchasing environmentally sustainable clothing, or respondents placed a greater importance on other factors such as price and quality in their purchasing decisions. Ajzen's (1991) Theory of Reasoned Action (TRA) is also applicable here - it can be observed that most respondents based their purchase behavioural intentions on their beliefs and perceptions. A perusal of the Chi-square test and Cramer's V for both cross-tables resulted in statistically significant hypothesis tests, which implies that there is evidence to suggest that there is some level of dependency and association between respondents' choice of company when making environmentally sustainable clothing purchase decisions and (1) their perception of the genuinity of either company with regards to their CSR activities, and (2) their perception about the particular case example CSR activities. We can thus conclude that "sustainability-driven" brands are more likely to be preferred over sustainable clothing lines by “traditional” brands for sustainable purchasing.

4.5.2 Potential to Influence Purchasing Behaviour

It was also observed that 45.7% of the 188 surveyed participants reported that they would be more positively influenced by Tentree’s CSR activities, while 12.8% were in favour of H&M’s (as displayed in Figure 7). The remaining respondents believed that neither company’s CSR activities had the ability to impact their purchasing behaviour, or argued that both companies’ CSR initiatives had the potential to alter their purchasing and consumption patterns, while some were indecisive. It can be seen that a significant portion of the respondents believed that CSR activities held the greater potential to alter consumer purchasing behaviour towards more environmentally sustainable consumption.

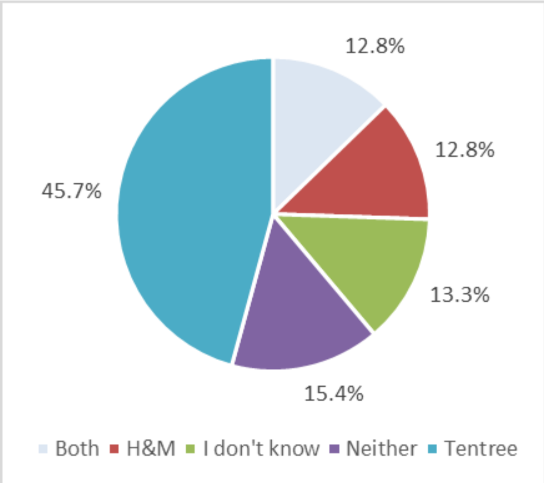

Figure 7: Which Company has Greater Potential to Influence Sustainable Consumption

We also analyzed, through a contingency table, which company´s CSR activities the respondents felt held a greater potential to alter their purchasing behaviour towards more sustainable consumption based on their perception about the genuinity of the two companies with regards to their CSR activities, which was discussed in Section 4.3.2 (refer to Section B8 in Appendix B). Consumers' perception about the genuinity of the CSR activities by either category of company can be seen as one of the variables identified in the “SHIFT” framework i.e Feelings and cognition, that lead to more sustainable consumer behaviour (White, Habib & Hardisty, 2019). It can be observed that the majority of respondents who believed that Tentree was more genuine with its CSR activities, also suggested that Tentree had the greater potential to alter their purchasing behaviour which reiterates the observations of the “SHIFT” model. Moreover, a moderate proportion of participants who were previously unsure or disagreed that Tentree was more genuine with regards to its CSR activities, suggested that Tentree was better placed to alter their consumption patterns towards a more sustainable behaviour. Overall, it can be seen that respondents presented a varied opinion about the companies’ ability to influence their purchasing behaviour through CSR activities when a cross-analysis is conducted with their opinion about the genuinity of the two companies with regards to their CSR activities. However, both the Chi-square test and Cramer's V were statistically significant as both null hypotheses were rejected. This would suggest that there is evidence of some dependency and association between the two variables.

Another cross-table analysis was conducted to understand how consumers´ belief about the category of company, which will better impact their purchasing behaviour and encourage them towards more sustainable consumption, is affected by their perceptions about the genuinity of the company's particular CSR activities, as discussed in Section 4.3.3 (see Section B9 in Appendix B). It was observed that out of those respondents that perceived Tentree´s CSR activities to be more genuine and those that believed both company´s CSR initiatives to be equally genuine, the majority said that Tentree held the greater potential to encourage them towards more sustainable consumption. Whereas out of those that believed neither company's CSR activities to be genuine, 35.3% said that neither held such a potential whereas the second highest majority (29.4%) said that Tentree held the greater potential to alter their purchase behaviour towards more sustainable consumption. On the other hand it was observed that out of those that believed H&M´s CSR activities to be more genuine a majority of 40% said that H&M held the greater potential. It must, however, be taken into consideration that this equates to only 6 respondents out of the total 188 in our sample and thus we can conclude that the majority of the respondents believed that Tentree´s CSR initiatives held the greater potential to alter their purchase behaviour towards more sustainable consumption. The results are also in line with the Theory of Reasoned Action (TRA), which suggests that an individual's intention to behave in a certain manner is shaped by his/her attitude and subjective norms (Ajzen, 1991). Based on a chi-square test of these two variables, a p-value of close to 0 was observed which indicated a level of dependency of consumer perceptions about the genuinity of a company's CSR activities on such activities' potential to alter consumer purchasing behaviour towards more sustainable consumption. The Cramer's V also attested to this by suggesting some level of association between the two variables.

4.5.3 Impact of Greenwashing on Purchase Behaviour

The purchase behaviour of the respondents in response to greenwashing has also been categorized and analyzed based on the four alternative tracks in the survey to observe any differences between the views of the different groups of respondents.

4.5.3.1 Track 1: Tentree is More Genuine

The 96 participants that chose this track were asked how H&M´s greenwashing scandals in the past had affected their purchase behaviour. The question was targeted at understanding the effect of greenwashing scandals of "traditional" brands on the purchasing behaviour of consumers. Approximately 29.2% of the respondents said that they were not aware of such scandals and thus their purchase behaviour had remained unaffected. However in today's world with social media and the fast outspread of negative news, it is somewhat surprising that so many respondents were unaware of such issues. This result seems to be in line with the lack of awareness regarding CSR as suggested by other scholars (Beckmann, 2007; Koech & Coldwell, 2019; Pomering & Dolnicar, 2009; Sen, Bhattacharya & Korschun, 2006). On the other hand, 21.9% of the participants said that they never stopped shopping from H&M because H&M had cheaper fashionable clothes and they had economic constraints. Further 14.6% said that they boycotted H&M for only a little while but then started shopping again either because H&M had cheap and fashionable clothes, or they believed that H&M had learned from its mistakes, or fashion was more important to them than CSR scandals. A further 14.6% of the total respondents that chose this track reported that they had completely stopped shopping from H&M since they became aware of the scandals. The remaining respondents had varying views, many of which did not have any opinion since they were not shoppers at H&M.

The respondents were also asked whether they would feel more betrayed if they became aware that Tentree was engaged in greenwashing than if it was H&M. The purpose of this question was to get an insight into consumer perception and expectations towards "sustainability-driven" brands and how news of a greenwashing scandal by these companies would affect their purchase behaviour. The results showed that a substantial majority of the respondents (approximately 79.2%) said that they would feel more betrayed. On the other

Figure 8: Track 1 - Purchase Behaviour in Reaction to News about Tentree's Greenwashing

hand, only 6.3% said that they wouldn't while 14.6% were indecisive. The respondents were then asked to share how their purchasing behaviour would be affected considering the hypothetical situation that Tentree was engaged in greenwashing. As shown in Figure 8 on the previous page, according to the results, 49% suggested that they will never shop from Tentree again because the company had violated the fundamental basis of their brand, while approximately 29.2% said they would stop shopping from Tentree in the short-term, but would start purchasing again if Tentree publicly apologizes and remedies its mistakes. A few respondents reported that they believed Tentree was already engaged in greenwashing, so their purchasing behaviour would not be affected, while the remaining respondents said they did not shop from Tentree so they were unsure how it would affect their purchasing behaviour.

These results clearly show that consumers have very high expectations from “sustainability-driven” brands such as Tentree, and if they violate the fundamentals of their business model and exploit their customers' trust, they are to face extreme backlash. The results show that the majority of the respondents decided to forego shopping from Tentree which shows how such brands can suffer from an extreme financial downturn if they engage in greenwashing. These results are in stark contrast to the results that were received when respondents were asked how greenwashing scandals by H&M affected their purchase decisions. As we observed, respondents were more lenient towards H&M as opposed to Tentree. While our research and previous studies have suggested that consumers are more positive towards socially responsible companies (Arli & Lasmono, 2010; Carvalho et al. 2010; Koech & Coldwell, 2019; Lin et al. 2011; Marquina & Morales, 2012; Sen, Bhattacharya & Korschun, 2006; Trudel & Cotte, 2009), our findings also show that fashion companies that are built around the notion of being environmentally sustainable (sustainability-driven) are perceived more negatively and face a much harsher reaction if they are associated with greenwashing scandals, as compared to consumer response towards greenwashing by “traditional” companies. Hence, it can be stated that consumers have a stronger trust in and expect a lot more from “sustainability-driven” companies compared to “traditional” brands, and will react more extremely in case of negative environmental-related information about such companies.

4.5.3.2 Track 2: H&M is More Genuine

With regards to H&M’s greenwashing incidents, 33.3% of the 15 respondents that chose this track said that they were not aware of such scandals and thus, they had not altered their purchasing behaviour. As discussed previously, existing literature has also raised the problem of lack of awareness. 20% of the respondents said that they never stopped shopping from H&M, stating the reason that H&M had cheap and fashionable clothes, or that fashion was more important than CSR scandals. A further 13.3% of the respondents reported that they only boycotted H&M for a little while 6.7% suggested that they had actually stopped shopping from H&M after becoming aware of its greenwashing scandals.

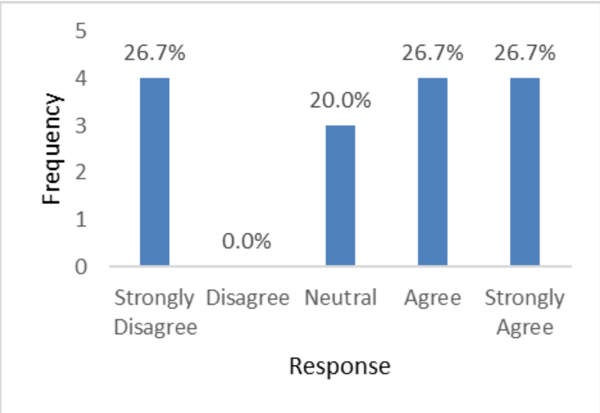

Figure 9: Track 2 - Consumer Perception if Tentree is Greenwashing

As in the previous track, these respondents were also asked if they would feel more betrayed if Tentree was engaged in greenwashing than if it was H&M. As shown in Figure 9, the results showed an equal dispersion of responses between those that agreed or disagreed with the statement each with 26.7% responses, while 20% of the respondents were unsure. Upon inquiring how their purchasing behaviour would be affected if it was found that Tentree was engaged in greenwashing, three most common answers were observed. Firstly 26.7% of the respondents said that they would stop shopping from Tentree and will never shop again because they would have violated the fundamental basis of their brand. Further, 13.3% said that they will stop shopping for a while but will shop again if Tentree apologizes publicly and remedies its mistakes. It was also quite interesting that 20% of the respondents said that news of greenwashing would not alter their purchasing behaviour because they already believed that Tentree was engaged in greenwashing. This also explains why there was a high number of respondents that said that they would not feel more betrayed if Tentree was engaged in greenwashing than if it was H&M. A similar pattern to Track 1 is observed here, which entails that the analysis conducted in the previous section holds true for this survey track as well.

4.5.3.3 Track 3: Both are Equally Genuine

Just like in other survey tracks, the same questions were posed to the 60 respondents who were part of this survey track. The results were also similar to previous sections; approximately 36.7% of the respondents said that H&M´s greenwashing scandals had not impacted their purchasing behaviour because they were unaware of such issues. Quite a significant portion, 30% also stated that they never stopped shopping from H&M because they have cheap and fashionable clothes, while 8.3% said that they only boycotted H&M for a little while but then started shopping again due to the same reason. Similarly, the respondents were also asked whether they would feel more betrayed if Tentree was engaged in greenwashing as compared to H&M. A similar pattern to other tracks was observed - 55% agreed, while 35% said that they would not be greatly affected; only 10% suggested that they would not feel more betrayed if it was Tentree rather than H&M.

Lastly, respondents' purchasing behaviour in response to Tentree's hypothetical greenwashing scenario was also observed. Approximately 32% of the respondents said that they would stop shopping for a while, but shop again if Tentree apologizes publicly and remedies its mistakes, while 23.3% said outright that they would never shop from Tentree again because they violated the fundamental basis of their brand. 10% of the respondents said that any greenwashing scandal by Tentree would not affect their purchasing behaviour because they already believed that Tentree was currently engaged in greenwashing. The rest of the respondents were either not sure how their purchasing behaviour would be affected or gave some interesting reflections; one respondent said:

> *"I do not currently shop at Tentree but if they were involved in a greenwashing scandal I would lose faith in environmental friendly companies and either start to compare and investigate more before my purchase or just give up on trying to be sustainable in my shopping."*

It can be observed that the purchasing behaviour in response to greenwashing by both companies present a similar pattern to other tracks. While consumers are more lenient towards H&M, they view such activities by Tentree to be highly unacceptable. This lends further credence to our argument that "sustainability-driven" fashion brands are susceptible to much severe negative response from consumers in light of greenwashing incidents.

4.5.3.4 Track 4: Neither is Genuine

The 17 respondents that took this last track faced the same set of questions. Regarding the response to H&M's past greenwashing incidents, once again the most common response

(41.2%) was lack of knowledge about such scandals which resulted in no difference to purchasing behaviour. Approximately 17.7% said that they had stopped shopping from H&M after they became aware of their greenwashing practices. It was also observed that 29.4% of the respondents never stopped shopping from H&M regardless of being aware of their greenwashing practices, primarily because H&M had low cost fashionable clothes, or that fashion was more important to them than CSR scandals.

When they were asked whether they would feel more betrayed if they heard news that Tentree was engaged in greenwashing than if it was H&M it was observed that only 17.7% said that they would, the majority of the respondents (58.8%) said that they were not sure while the remaining 23.5% said that they would not feel more betrayed if it was Tentree rather than H&M. The results implied that the major portion of the respondents would not feel betrayed - at least not to a great extent. Although these results were different from previous tracks, they were quite expected as the majority of these respondents already believed that both companies were engaged in greenwashing; thus, they would not feel betrayed or shocked by any such news.

Lastly, although the majority of the respondents in this section were skeptical of CSR initiatives by all fashion companies they were still asked how their purchasing behaviour would be affected if they actually heard news that Tentree was engaged in greenwashing. In a similar pattern to the other tracks, it was observed that 35.3% would never shop from Tentree again because the company would have violated the fundamental basis of their brand. This is quite interesting because even though these respondents were skeptical towards Tentree as well, and did not trust its CSR activities, they are still very receptive to such news which greatly impacts their purchase behaviour. In a similar analysis done in previous sections, the results show that consumers are not willing to forgive such brands which violate what they stand for and even though they already believe that Tentree might be engaged in greenwashing, they still expect such "sustainability-driven" companies to act more responsibly towards the environment. It was however observed that 11.8% of the respondents were more lenient and said that they would stop shopping for a little while but shop again if Tentree publicly apologizes and remedies its mistakes. It must also be considered that 23.6% of the respondents said that such news will not affect their purchasing behaviour because they already believed that Tentree was engaged in greenwashing, or because they simply didn't care about greenwashing scandals to the extent that it would alter their purchasing behaviour.

4.6 Demographic-based Analysis

Note: *Please refer to Appendix C for demographic-based contingency tables (if required).*

As discussed in Chapter 3, a demographic-based analysis was not the primary objective of this research. However, we believe that a brief discussion of the demographic differences (if any) will be ideal to supplement our research. More importantly, it will also provide a basis for future research to specifically analyze the demographic differences between consumer perception of and purchasing behaviour towards "sustainability-driven" and "traditional" companies and their environment-related CSR activities in the global fashion industry. However, it will not be possible to conduct an inter-country/region analysis because of the heterogeneity in the number of responses between different countries/regions, which would result in statistical bias if a comparison is made. Consequently, this section will attempt to highlight the salient differences between the genders and age groups.

A gender-based analysis revealed a few preliminary observations. Firstly, males seemed to be more rigid and harsh in their response to greenwashing incidents; they portrayed stronger changes in their purchasing behaviour, such as completely stopping to shop from brands associated with greenwashing, while females were generally more lenient. Secondly, it was also observed that a higher proportion of females tended to change their opinion when presented with new information regarding greenwashing, while males mostly defended their original decision. Thirdly, the results reveal that females had more awareness about companies' CSR activities as compared to males, which could signal a higher interest level about CSR among females. However, in most other cases it was observed that there were no noteworthy differences between the two genders' perception and purchasing behaviour. Nevertheless, it must be considered that this research was not focused on understanding the differences between the two genders, so the survey questions may not have been entirely conducive to reveal such variations. It is likely that a future study that is structured to glean gender-based differences would result in more valuable conclusions.

When studying the differences between age groups, it had to be considered that most of our obtained data were biased towards younger age groups. It was deemed suitable to conduct this analysis on the basis of age generations, similar to the research conducted by Pencarelli et al.

(2019) as small age group intervals could result in ambiguous and inconsequential results. A perusal of the results reveals that generally younger respondents (typically Generation Z) shop more frequently compared to older respondents. It was also observed that respondents from Generations Y and Z were more perceptive towards “sustainability-driven” companies as compared to Generation X and older generations. The analysis also revealed that Generation X and older generations tended to believe that CSR activities by “traditional” companies were more genuine as compared to Generations Y and Z. Further analysis revealed very few other prominent differences between the different age generations. However, just as in the gender-based analysis, it is probable that such results may be more conclusive in a study that is structured to focus on understanding the differences between age groups and/or different generations.

5 Conclusion

The final chapter of our paper will discuss the key findings and the extent of achievement of the aims and objectives described in the beginning of the paper. There will also be a discussion on theoretical and practical implications of our research. Finally, a review of the limitations of this research and suggestions for future research have been presented.

5.1 Key Findings

This research resulted in several key findings which have been summarized below:

1. Consumers better perceive “sustainability-driven” fashion companies compared to “traditional” fast fashion brands, with regards to their environment-related CSR activities.

2. Consumers´ belief about the genuinity of the company category (“sustainability-driven” or “traditional”) with regards to being environmentally sustainable will also result in a strong belief in the genuinity of that category's CSR activities.

3. Most consumers expect “sustainability-driven” companies to be engaged in little or no greenwashing at all.

4. There was a lack of awareness about companies’ CSR activities and greenwashing scandals.

5. If consumers are actively looking to purchase environmentally sustainable clothing, they are more willing and likely to purchase such clothing from “sustainability-driven” companies than from “traditional” fast fashion brands.

6. Consumers trust products of “sustainability-driven” brands more than products from environmentally sustainable marketed product lines of “traditional” companies - this was because of stronger perceptions about the genuinity of “sustainability-driven” brands.

7. Consumers believe “sustainability-driven” companies have the greater potential to make an impact on their purchasing behaviour and encourage them to engage in more sustainable consumption.

8. Consumers feel more betrayed if they become aware of CSR scandals associated with “sustainability-driven” companies, as compared to those related to “traditional” companies - this was because of violation of greater trust in “sustainability-driven” companies.

9. Consumers are likely to respond more negatively and react more harshly - in terms of their purchase behaviour - towards “sustainability-driven” companies if they are engaged in greenwashing in contrast to “traditional” companies.

10. Consumers' perception about the genuinity of fashion companies and their CSR activities are immediately worsened if they become aware of new information about greenwashing in CSR activities that they previously considered genuine and trustworthy.

11. Environmental-related CSR activities are important factors when making purchase decisions, but only for a particular proportion of all consumers.

12. A significant percentage of consumers base their purchase decisions on other factors such as price and quality; the significance of CSR activities for these consumers is negligible when purchasing products from fashion companies.

5.2 Research Aims & Objectives

It can be stated that this research was able to fulfil the aims and objectives set in the beginning of the paper. We were able to gather considerable evidence to sufficiently answer the research questions defined in Section 1.4, and in a manner that presented definitive conclusions. As discussed in the aforementioned key findings, our research has shown that there is adequate evidence to suggest that there is a significant difference in consumer perception of and purchasing behaviour towards CSR activities by the two different categories of companies.

In doing so, our study has not only highlighted a distinct category of fashion companies (sustainability-driven), but also demonstrated that this category merits particular attention in academic research because it is perceived differently to traditional fast fashion brands. We have also contributed to this field by highlighting that consumer behaviour within the fashion industry is varied in response to the category of company (“sustainability-driven" and “traditional”). Our study has shown that in many cases, the company that engages in CSR activities is more important than the CSR initiative itself - if consumers have strong beliefs that the company is environmentally sustainable, they will believe that the CSR activities carried out by this company will also be genuine and trustworthy. Furthermore, as discussed in the key findings section, our results have also contributed to existing literature by suggesting that there is a substantial difference in consumer reactions towards greenwashing scandals associated with different types of fashion brands. Finally, what sets our research apart from existing research is that we have compared two distinct categories of companies - environmental sustainability focused fashion companies (“sustainability-driven) and fast fashion brands (“traditional” - whereas existing research has only analysed these in isolation rather than a comparative study attempting to understand the differences.

5.3 Practical Implications

This research leads to several practical implications for managers of both “sustainability-driven” and “traditional” companies in the fashion industry. Firstly, as discussed earlier, our results revealed that consumers would react very negatively towards “sustainability-driven” companies associated with greenwashing. This finding has serious implications for managers of such brands (for example, Tentree) because these companies are more vulnerable to losing their customer base and damaging the brand image if they engage in greenwashing. Consequently, transparency and maintenance of consumer trust is vital for “sustainability-driven companies” - otherwise, they may risk dilution of their brand value and equity as customers are not willing to forgive “sustainability-driven” brands as opposed to “traditional” brands where consumers were slightly more lenient.

Moreover, as the findings of this paper reveal, environmental-related CSR activities are important factors in purchase decisions for only a particular proportion of all consumers. A significant percentage of consumers base their purchase decisions on other factors such as price and quality. Also, many respondents said that they preferred to purchase from H&M because they had more trendy and fashionable clothes than Tentree. Therefore, we suggest that managers at “sustainability-driven” brands should also focus on providing fashionable clothes that are up to date with the latest trends in the fashion industry, while simultaneously being sustainable. Although it may not be possible for “sustainability-driven” brands to lower prices as much as “traditional” fast fashion brands, due to the cost of sustainable production, managers should innovate and think of new ways in which they can reduce their cost throughout the supply chain to compete with “traditional” brands. This will result in a significant increase in customers for which price is a hindrance.

On the other hand, even if price reduction is not possible, we still believe that there will be a substantial increase in the number of customers that buy from “sustainability-driven” brands if they provide more fashionable (but sustainable) clothes, similar to designs offered by “traditional” brands. This is because for many consumers quality and the design of the product is the main concern - price may be inconsequential. Such an approach could even create an “Apple-like” trend in the fashion industry, where people want to be part of a group in the society that wear fashionable, but environmentally sustainable clothing, regardless of the price.

The findings in this paper also have important implications for traditional “fast fashion” companies such as H&M. Firstly, the results reveal that a significant proportion of consumers perceive traditional fast fashion brands to be very untrustworthy with regards to environmental sustainability and CSR activities. Secondly, it was observed that a considerable amount of consumers react negatively to greenwashing incidents - most consumers stop shopping from such companies, either on a temporary or permanent basis. These are troubling statistics and those that traditional fast fashion companies need to pay attention to, especially with the rapidly rising popularity and shift towards “sustainability-driven” fashion brands. It can be assumed that greater demand for environmentally sustainable clothing would result in an increased supply, driving down costs and prices for “sustainability-driven” firms, which would shift consumption away from traditional fast fashion brands towards “sustainability driven” brands.

Managers at traditional companies can also use these results to instigate changes in their existing business models. They must place a greater emphasis on transparency and trustworthiness of CSR initiatives to maintain a grip over their consumer base. Devising novel ways to keep consumers aware of and encourage their participation in CSR initiatives would be encouraged. An example would be to introduce a tracking system for recycling programs, where consumers can see every step of the process, and where and how their used products are utilized. Moreover, our results also showed that consumers believe “sustainability-driven” companies have the greater potential to alter their purchasing behaviour and encourage them to engage in more sustainable consumption. As a result managers at “traditional” companies should work on understanding how they can also influence consumer purchasing behaviour towards more sustainable consumption to a greater extent. They can, for instance, make use of models such as the “SHIFT” framework by White, Habib and Hardisty (2019) to better understand which aspects are important to influence consumers´ purchasing behaviour towards more sustainable consumption.

Additionally, our results also reveal some implications for both categories of companies. Firstly, our analysis showed that the majority of the respondents that were skeptical towards CSR activities by all companies in the fashion industry did not believe that either category, “sustainability driven” or “traditional” are genuine with their CSR claims. Thus, managers of fashion companies - regardless of the type of company - should devise strategies to try to change the perception of these consumers into a more positive approach towards the brand. Secondly, consumer awareness about CSR activities across both the categories of companies was very low. Hence, managers should focus on ways in which they can spread knowledge of their companies’ CSR activities for better informed consumers. This might result in an increased number of customers as the brand is better perceived as a whole.

5.4 Limitations & Future Research

As with most (if not all) research papers, our study was also subject to several limitations which present several possibilities for future research in this field. Firstly, a detailed analysis should be conducted using probability sampling rather than convenience sampling to have the opportunity to draw conclusions pertaining to the entire population. Secondly, as observed in Section 4.1, while our survey group was very diverse in terms of nationalities, inter-country/inter-region comparative analysis was not possible due to the significant difference in number of respondents from the different nationalities; it was statistically unreasonable to compare the results of 4 respondents from the Middle East to 104 from the Nordic countries, for example, as this would have resulted in biased opinions. It is suggested that a more focused target group is selected to conduct an analysis of the difference in consumer perception and purchasing behaviour between “traditional” and “sustainability-driven” fashion companies based on different countries/regions; a discussion of the influence of culture would also be recommended in this regard. Thirdly, this research did not conduct an analysis based on income - it could be interesting to understand and evaluate how different income groups respond to the two categories of companies and their CSR activities.

Moreover, our research focused only on environmental sustainability in a conscious decision to limit the scope; it may be relevant to conduct further research into other aspects of sustainability such as the ethical dimension (workers' rights, etc), and how these considerations impact consumer perception and behaviour for either of the two company categories. Further, we limited consumer behaviour to purchasing/buying behaviour only - future studies should also attempt to study other aspects of consumer behaviour, and how different companies' CSR activities affect those dimensions. We also believe that a qualitative research needs to be conducted from the companies' perspective as well; this will help to highlight the differentiating factors in the business models of "traditional" and "sustainability-driven" companies and how both groups of companies can implement positive aspects of the other without damaging the fundamental basis of their brands, and also become more environmentally sustainable in the process. Moreover, it was observed that many respondents were unaware about traditional companies' greenwashing scandals - we believe this merits further research as to why (especially in today's world of social media), and how it may allow companies to escape with more greenwashing. Further, while the "traditional" and "sustainability-driven" company categories were defined particularly for the fashion industry, it would be interesting to observe if similar patterns and/or company categories are also observed in other industries, such as in the food and beverage, or furniture industries.

It must also be noted that it is difficult, if not impossible, to completely evaluate or understand consumer behaviour. Just like in any quantitative or survey-based research, there is a likelihood that the responses given in the survey may not have been entirely reflective of the consumers' actual behaviour patterns. This may be for a multitude of reasons, such as a natural impulse to be viewed positively. While the survey responses were made anonymous which should have minimized the possibility of false answers, there is still the issue of the "attitude-behaviour" or "values-action" gap - respondents are likely to base their answers on how they *believe* they should act, rather than how they actually *behave* in reality. Therefore, it is suggested that for future research, scholars should make an attempt to collect data in a way that measures actual consumer behaviour, such as historical purchase patterns at a particular fashion brand, or researching on selected focus groups where the researcher(s) can cross-question participants. A longitudinal case study design is another alternative where case participant behaviours are observed over a period of time to discern patterns and differences.

Two important concepts were also raised by a few survey respondents, i.e. the rising trend of second-hand clothing and significance of approval by NGOs to validate and substantiate companies' CSR activities. We believe that both of these aspects merit further research if there is currently limited research in these areas. Regardless of the development status of this subject field, we also posit that it may be interesting to study the importance of NGOs for "sustainability-driven" companies compared to "traditional" firms. Likewise, the usage of second-hand clothing is also slowly gaining popularity - further research is recommended into how this could impact fashion companies, both "traditional" and "sustainability-driven", and the fashion industry in general

5.5 Concluding Remarks

This study has been an attempt to contribute to the field of CSR in International Business (IB) through a case study on the difference in consumer perception of and purchasing behaviour towards CSR activities by two different categories of fashion companies - "sustainability-driven" and "traditional". We believe that we have fulfilled the objectives that we targeted in our aim to answer the research questions. It is also our belief that this thesis can lay a foundation in this subject area regarding niche, sustainability-driven fashion companies for future research to be built upon, and can be used as a basis for understanding differences in consumer perception and purchasing behaviour towards different types of companies in the fashion industry.

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Appendix A

Appendix A presents the survey questions and descriptive statistics of the received responses. These have been structured in sequence in accordance with the survey sections. It must be noted that Section 5 of the survey had four different tracks; consequently, these have been presented separately for ease of understanding. Moreover, all questions and their responses will be listed separately within each section.

Survey Section 1: Demographics

a. Please select your gender:

Table A 1: Gender

Gender		
	Frequency	Percent
Female	103	54.8%
Male	85	45.2%
Total	**188**	**100.0%**

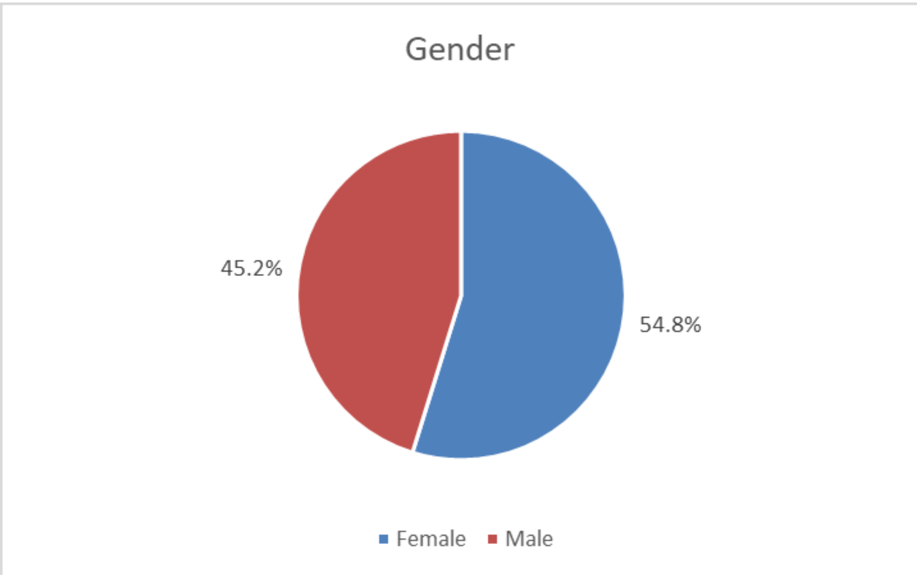

Figure A 1

b. Please select your relevant age group:

Table A 2: Age Group

Age Group		
	Frequency	Percent
16-20	28	14.9%
21-25	104	55.3%
26-30	25	13.3%
31-35	14	7.4%
36-40	4	2.1%
Above 40	13	6.9%
Total	**188**	**100.0%**

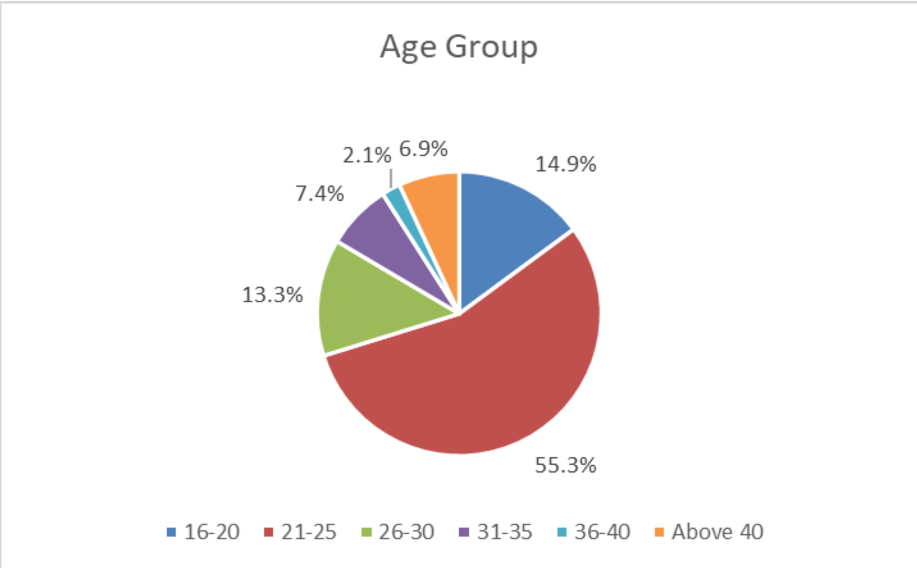

Figure A 2

c. Please state your nationality:

Table A 3: Nationality

Nationality		
	Frequency	Percent
Albania	2	1.1%
Angola	1	0.5%
Bangladesh	1	0.5%
Belgium	1	0.5%
British Virgin Islands	1	0.5%
Bulgaria	1	0.5%
Canada	8	4.3%
China	2	1.1%
Colombia	1	0.5%
Croatia	1	0.5%
Denmark	1	0.5%
Ecuador	1	0.5%
Egypt	1	0.5%
Estonia	1	0.5%
Finland	1	0.5%
France	4	2.1%
Germany	7	3.7%
Ghana	2	1.1%
Hong Kong	1	0.5%
Hungary	2	1.1%
Iran	1	0.5%
Italy	3	1.6%
Jamaica	1	0.5%
Korea, South	3	1.6%
Lithuania	1	0.5%
Netherlands	3	1.6%
Nigeria	1	0.5%
Norway	2	1.1%
Pakistan	10	5.3%
Poland	2	1.1%
Romania	1	0.5%
Russia	4	2.1%
Singapore	2	1.1%
Spain	1	0.5%
Sweden	100	53.2%
Syria	3	1.6%
Ukraine	2	1.1%
United Kingdom	2	1.1%
United States	4	2.1%
Vietnam	2	1.1%
Total	**188**	**100.0%**

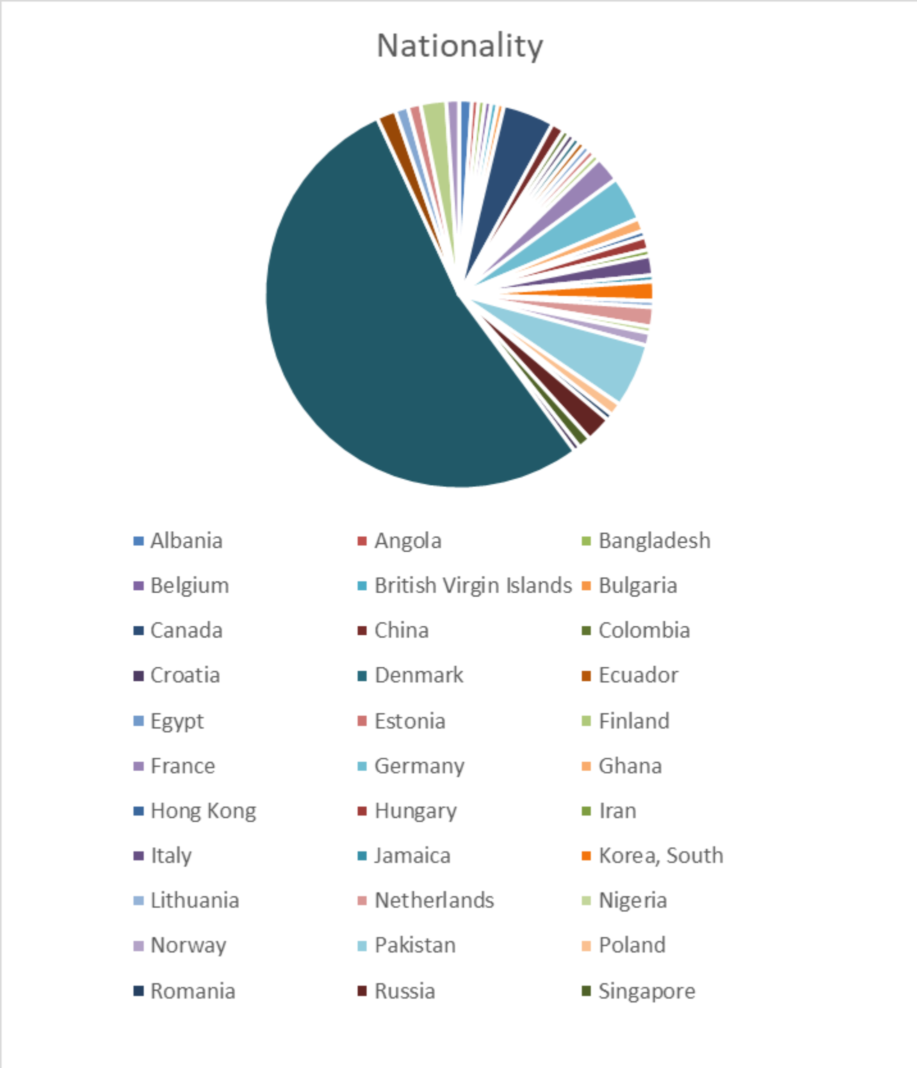
Nationality
Albania
Angola
Bangladesh
Belgium
British Virgin Islands
Bulgaria
Canada
China
Colombia
Croatia
Denmark
Ecuador
Egypt
Estonia
Finland
France
Germany
Ghana
Hong Kong
Hungary
Iran
Italy
Jamaica
Korea, South
Lithuania
Netherlands
Nigeria
Norway
Pakistan
Poland
Romania
Russia
Singapore

Figure A 3

NOTE: We also grouped the countries into regions. The descriptive statistics and the basis for classification have been presented below.

Table A 4: Region

Region		
	Frequency	Percent
Africa	4	2.1%
Asia	22	11.7%
Caribbean	2	1.1%
Middle East	4	2.1%
Nordic Countries	104	55.3%
North America	12	6.4%
Rest of Europe	38	20.2%
South America	2	1.1%
Total	**188**	**100.0%**

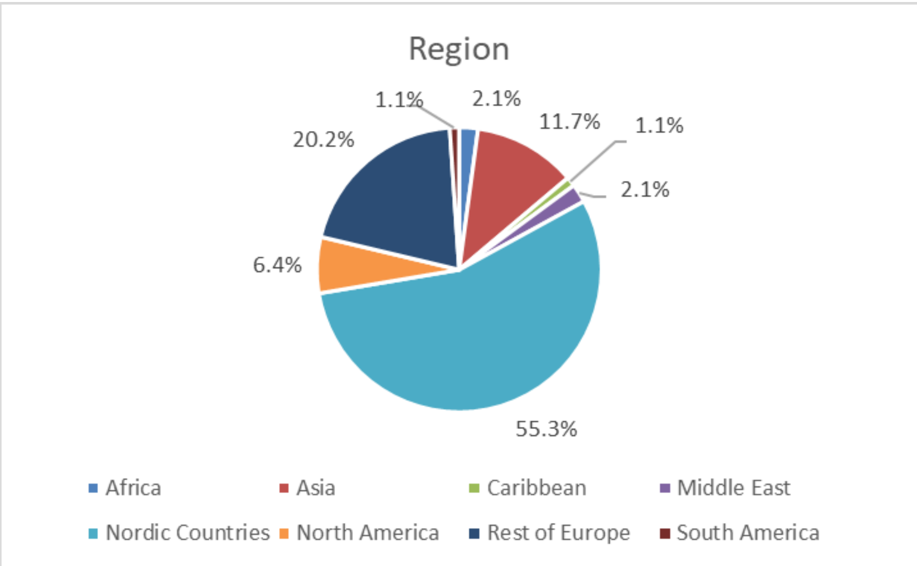

Figure A 4

Table A 5: Regions Classification

Regions Classification			
Region	Country	Frequency	Percentage
Africa	Angola	1	0.53%
	Ghana	2	1.06%
	Nigeria	1	0.53%
Total	**3**	**4**	**2.13%**
Asia	Bangladesh	1	0.53%
	China	2	1.06%
	Hong Kong	1	0.53%
	Iran	1	0.53%
	Korea, South	3	1.60%
	Pakistan	10	5.32%
	Singapore	2	1.06%
	Vietnam	2	1.06%
Total	**8**	**22**	**11.70%**
Caribbean	British Virgin Islands	1	0.53%
	Jamaica	1	0.53%
Total	**2**	**2**	**1.06%**
Middle East	Egypt	1	0.53%
	Syria	3	1.60%
Total	**2**	**4**	**2.13%**
Nordic Countries	Denmark	1	0.53%
	Finland	1	0.53%
	Norway	2	1.06%
	Sweden	100	53.19%
Total	**4**	**104**	**55.32%**
North America	Canada	8	4.26%
	United States	4	2.13%
Total	**2**	**12**	**6.38%**
Rest of Europe	Albania	2	1.06%
	Belgium	1	0.53%
	Bulgaria	1	0.53%
	Croatia	1	0.53%
	Estonia	1	0.53%
	France	4	2.13%
	Germany	7	3.72%
	Hungary	2	1.06%
	Italy	3	1.60%
	Lithuania	1	0.53%
	Netherlands	3	1.60%
	Poland	2	1.06%
	Romania	1	0.53%
	Russia	4	2.13%
	Spain	1	0.53%
	Ukraine	2	1.06%
	United Kingdom	2	1.06%
Total	**17**	**38**	**20.21%**
South America	Colombia	1	0.53%
	Ecuador	1	0.53%
Total	**2**	**2**	**1.06%**
TOTAL	**40**	**188**	**100.00%**

Survey Section 2

Some key definitions were presented in the beginning of this section:

CSR/Corporate Social Responsibility: The social responsibilities of a business organization; a company's obligation to pursue goals and policies that are in society's best interests.

Fashion companies: Clothing and apparel companies.

Environmental sustainability: Environmental sustainability is concerned with protecting and maintaining environmental resources for future generations.

Greenwashing: The process of conveying a false impression or providing misleading information about how a company's products are more environmentally sound.

CSR Marketing initiatives/activities/campaigns: Methods that companies use to communicate their CSR activities to consumers that are not directly aimed at selling the products or services, but those that demonstrate the company's values, responsibility, sustainability and goodwill.

Q1. How often do you shop for new clothes?

Table A 6: Question 1

Q1		
	Frequency	Percent
Based on need	4	2.1%
Every second month	44	23.4%
Four times in a year (once every season)	65	34.6%
I buy most clothes second-hand	2	1.1%
Once a year	8	4.3%
Once every month	29	15.4%
Once every week	5	2.7%
Once in two weeks	1	0.5%
Other	1	0.5%
Twice a year	29	15.4%
Total	**188**	**100.0%**

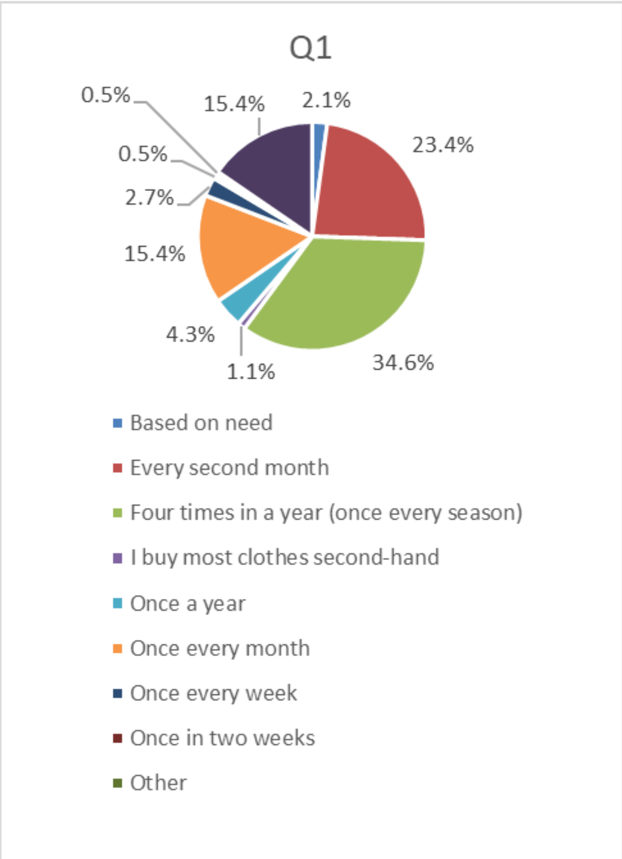

Figure A 5

Q2. A fashion company's environment-related CSR activities play an important role in my clothing purchase decisions.

Table A 7: Question 2

Q2		
	Frequency	Percent
Strongly Disagree	26	13.8%
Disagree	43	22.9%
Neutral	61	32.4%
Agree	42	22.3%
Strongly Agree	16	8.5%
Total	**188**	**100.0%**

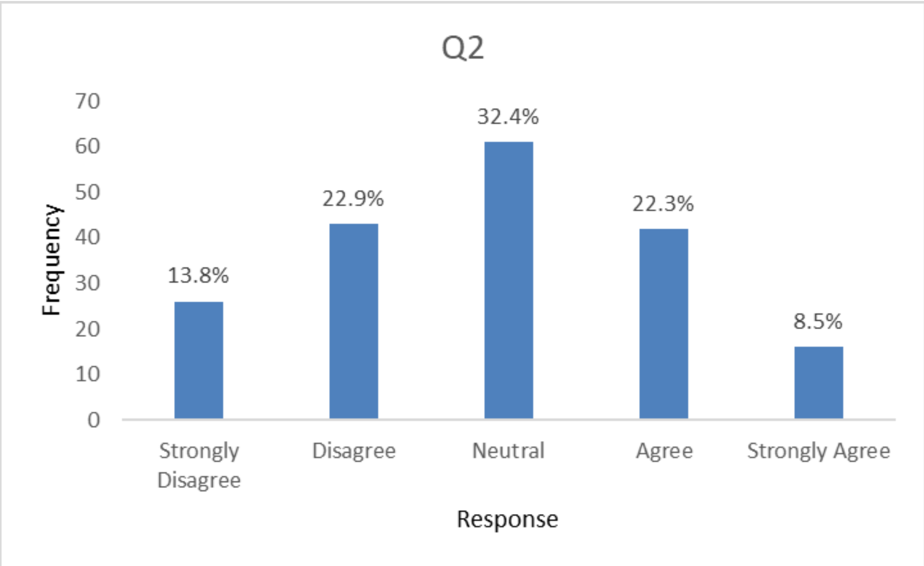

Figure A 6

Q3. Do you prefer to purchase environmentally sustainable clothing over "regular" clothing?

Table A 8: Question 3

Q3		
	Frequency	Percent
No	14	7.4%
Only if the price and quality merit the purchase	85	45.2%
Sometimes	40	21.3%
Yes	49	26.1%
Total	**188**	**100.0%**

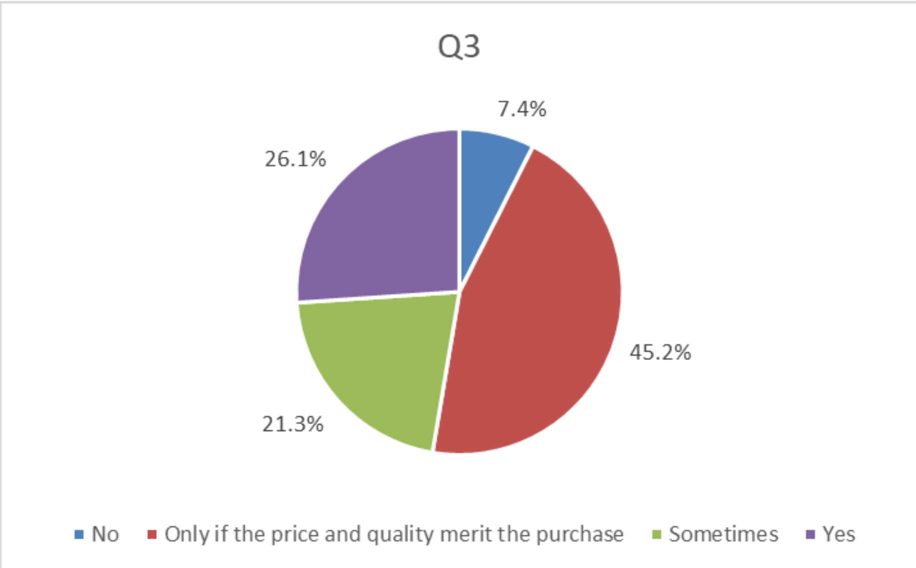

Figure A 7

Q4. I believe that environment-related CSR activities by niche fashion brands that only sell products which are marketed as environmentally sustainable (for e.g. produced from organic materials only) are more genuine and trustworthy than CSR activities by large, renowned companies such as H&M and Zara.

Table A 9: Question 4

Q4	Frequency	Percent
Strongly Disagree	11	5.9%
Disagree	21	11.2%
Neutral	43	22.9%
Agree	68	36.2%
Strongly Agree	45	23.9%
Total	**188**	**100.0%**

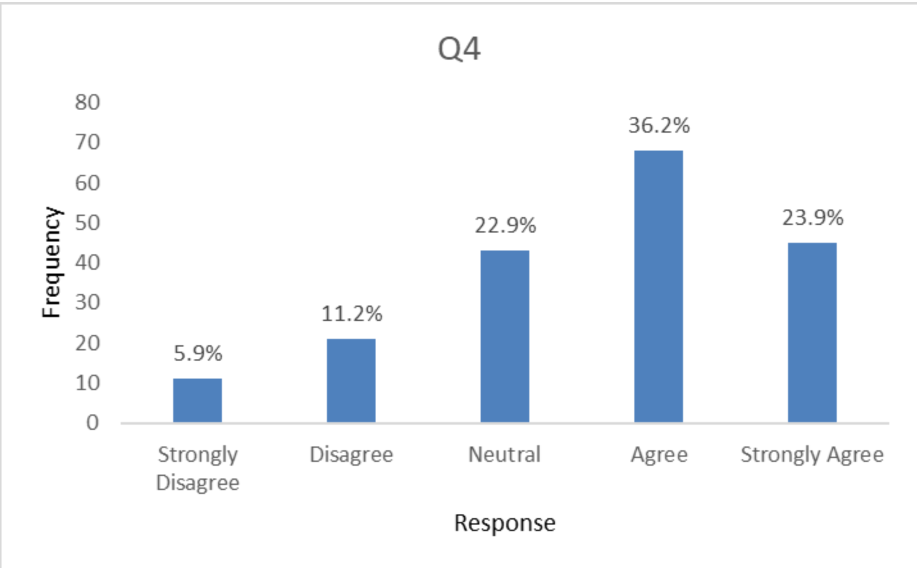

Figure A 8

Q.5 Will you be more willing to purchase a product marketed as environmentally sustainable from a niche company that focuses on selling environmentally sustainable products only, rather than from large, renowned fashion brands like H&M and Zara?

Table A 10: Question 5

Q5	Frequency	Percent
It depends on other factors such as price and quality	94	50.0%
Maybe	24	12.8%
No	13	6.9%
Other	1	0.5%
Yes	56	29.8%
Total	**188**	**100.0%**

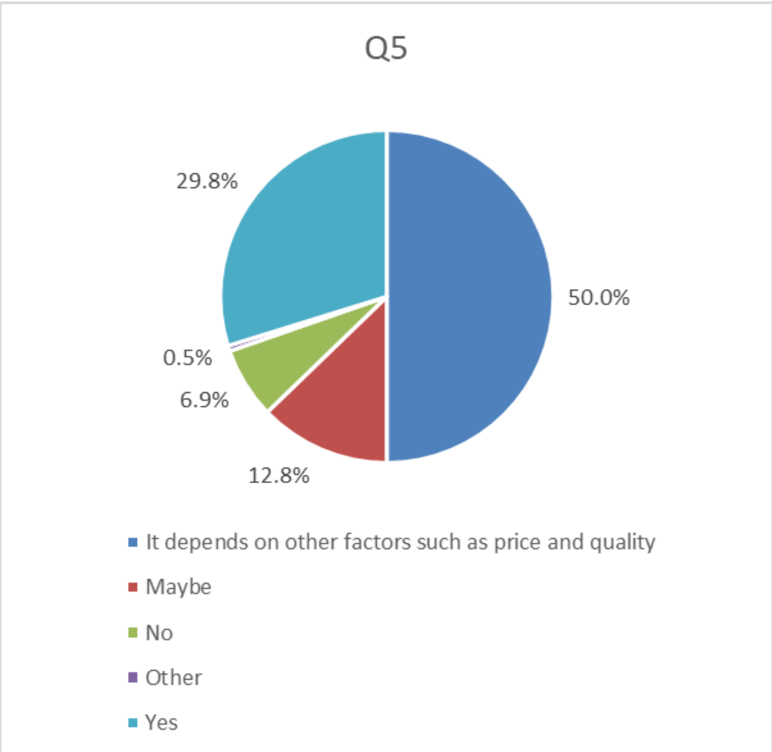

Figure A 9

Q.6 Do you believe that "greenwashing" scandals have destroyed the credibility of CSR activities by fashion brands?

Table A 11: Question 6

Q6	Frequency	Percent
I don't know	39	20.7%
No, "greenwashing" has not destroyed the credibility of CSR activities by fashion brands	11	5.9%
Yes, but not for companies that sell only environmentally sustainable products (for e.g. Pact, Rothy's, Tentree, etc)	24	12.8%
Yes, but only for the companies which have been engaged in such scandals	38	20.2%
Yes, it has impacted the credibility of the industry as a whole	76	40.4%
Total	**188**	**100.0%**

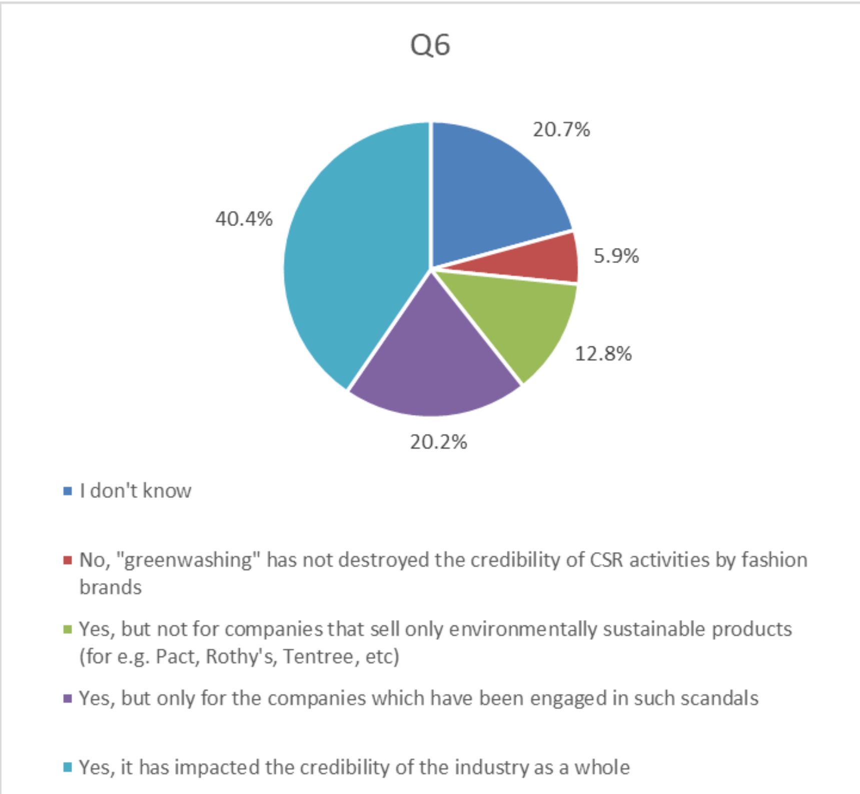

Figure A 10

Q.7 I believe that large, renowned fashion brands such as Zara and H&M engage in more greenwashing as compared to smaller, environmentally sustainable-focused niche companies.

Table A 12: Question 7

Q7		
	Frequency	Percent
Strongly Disagree	7	3.7%
Disagree	23	12.2%
Neutral	51	27.1%
Agree	68	36.2%
Strongly Agree	39	20.7%
Total	**188**	**100.0%**

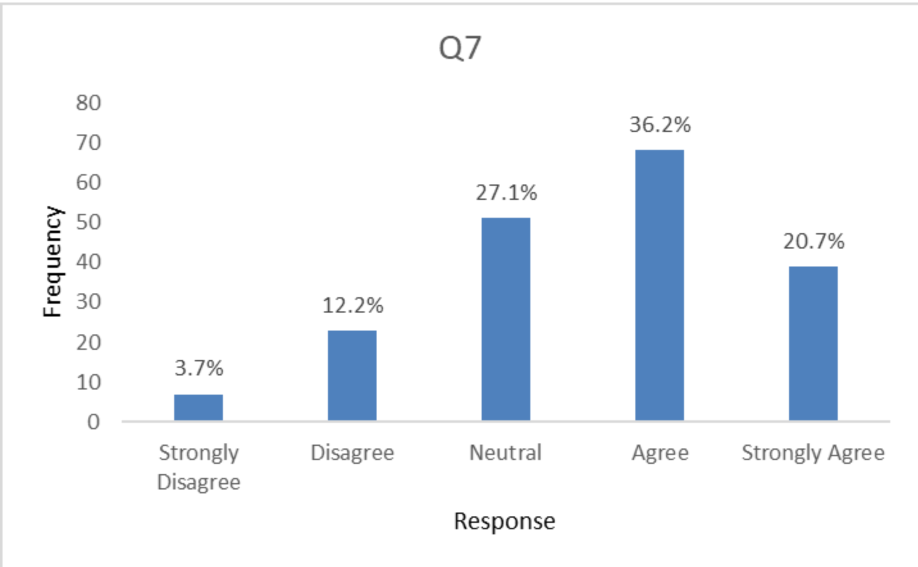

Figure A 11

Survey Section 3

Q.8 Do you know about the global fashion retailer "H&M" and are you aware of its CSR activities?

Table A 13: Question 8

Q8		
	Frequency	Percent
I don't know about H&M, nor about its CSR activities	8	4.3%
I know about H&M, and all of its CSR activities	5	2.7%
I know about H&M, and some of its CSR activities	111	59.0%
I know about H&M, but don't know about its CSR activities	64	34.0%
Total	**188**	**100.0%**

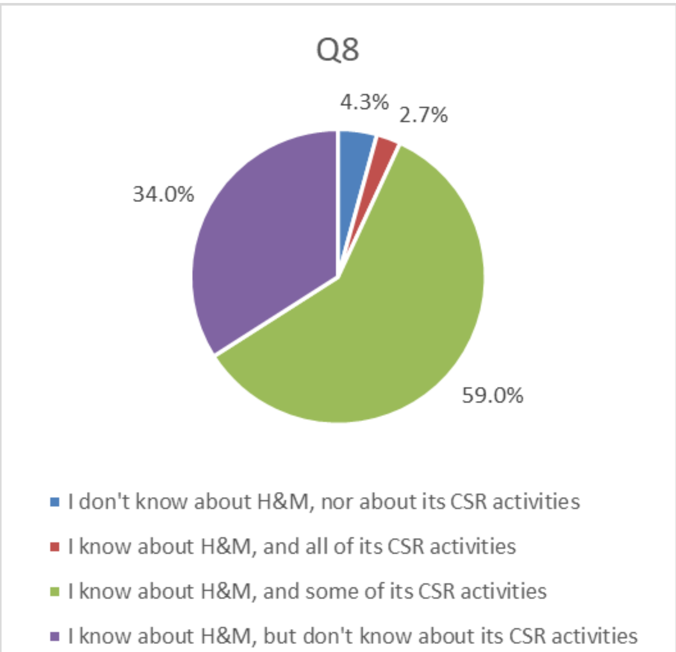

Figure A 12

Q.9 Do you know about the sustainable fashion company "Tentree" and are you aware of its CSR activities?

Table A 14: Question 9

Q9		
	Frequency	Percent
I don't know about Tentree, nor about its CSR activities	159	84.6%
I know about Tentree, and all of its CSR activities	3	1.6%
I know about Tentree, and some of its CSR activities	19	10.1%
I know about Tentree, but don't know about its CSR activities	7	3.7%
Total	**188**	**100.0%**

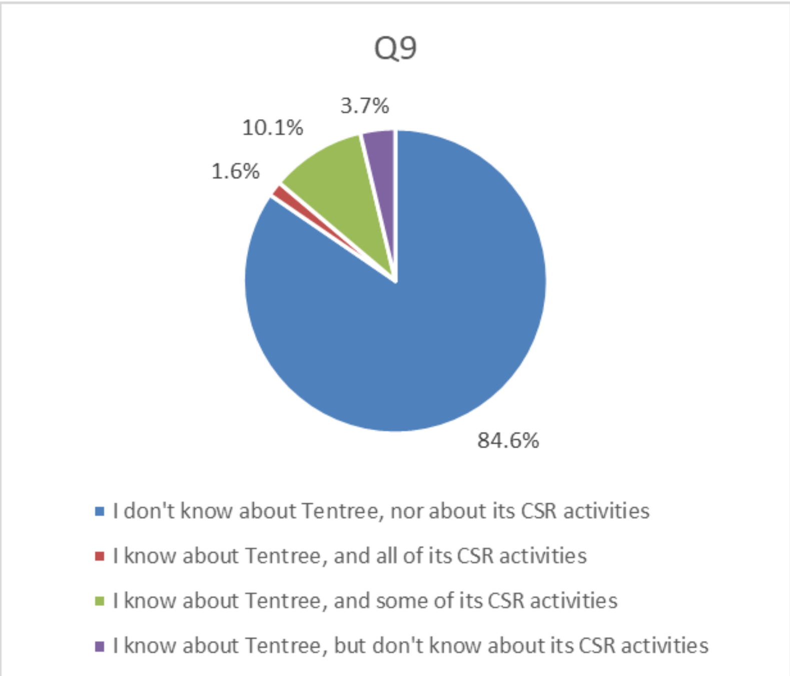

Figure A 13

Q.10 Based on your own knowledge, do you believe that Tentree's environment-related CSR activities are more genuine as compared to H&M?

Table A 15: Question 10

Q10		
	Frequency	Percent
I don't have enough knowledge about one or both of the companies	165	87.8%
Maybe	2	1.1%
No	1	0.5%
Yes	20	10.6%
Total	**188**	**100.0%**

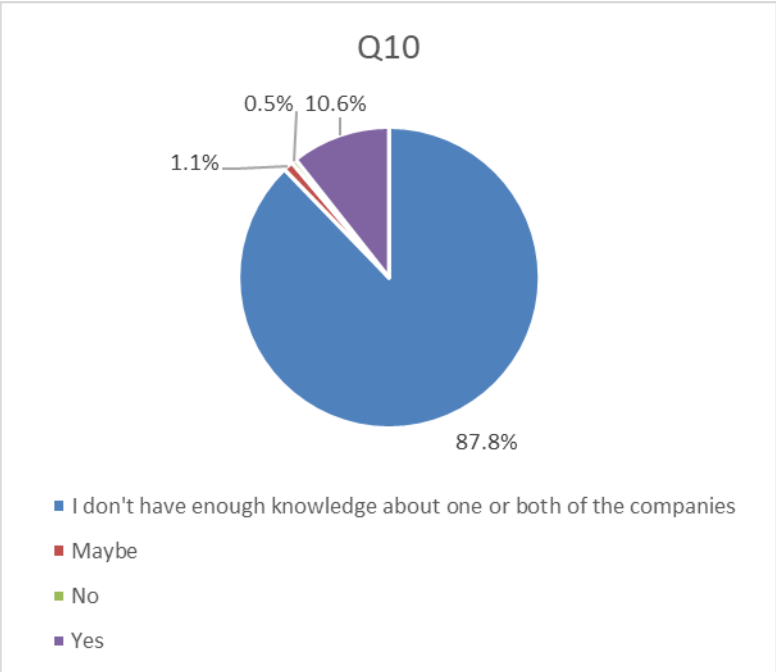

Figure A 14

Survey Section 4

The beginning of this section provided a brief description about the case companies, H&M and Tentree, along with a brief overview of their environmental sustainability initiatives/objectives.

H&M is a Swedish multinational clothing-retail company known for its fast-fashion clothing for men, women, teenagers and children, and is located in 74 countries. The brand currently sources 35% of its materials from recycled and sustainably sourced materials. It currently has only one product line, "Conscious" that is marketed as containing at least 50% sustainable materials, such as organic cotton and recycled polyester. By 2030, H&M aims to use only recycled or other sustainability sourced materials, and by 2040 it wants to be 100% climate positive.

Tentree is a Canadian clothing brand that aims at providing environmentally sustainable clothing. All of Tentree’s clothing is made from ethically sourced and sustainable materials including cork, coconut, organic cotton, hemp and recycled polyester and produced in ethical factories. It became a certified B Corporation (B Corp) in 2016, which is a business that meets the highest standards of verified social and environmental support, public transparency, and legal accountability to balance profit and purpose. It scored 124 points on the scale compared to the minimum requirement of 80.

Q.11 Based on the company information and type of product(s) that it sells, I believe that environment-related CSR activities by Tentree are more genuine and sincere as compared to H&M.

Table A 16: Question 11

Q11		
	Frequency	Percent
Strongly Disagree	7	3.7%
Disagree	16	8.5%
Neutral	31	16.5%
Agree	82	43.6%
Strongly Agree	52	27.7%
Total	**188**	**100.0%**

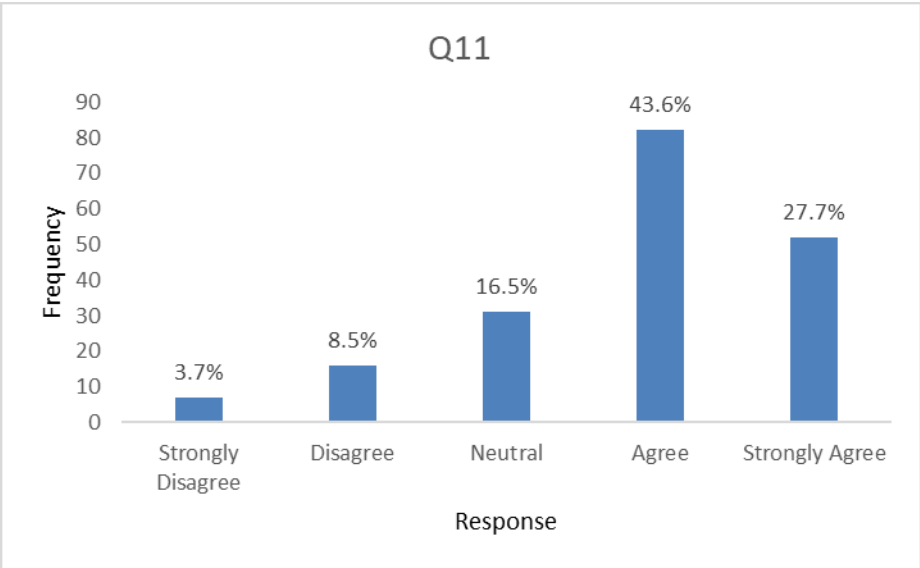

Figure A 15

Q.12 If you agree with the statement in Question 11, why do you believe this is the case?

Table A 17: Question 12

Q12		
	Frequency	Percent
It is highly likely that practically any company is more genuine regarding CSR than H&M	2	1.5%
Other	5	3.7%
Tentree became a certified B Corporation (B Corp) in 2016	2	1.5%
Tentree focuses primarily on selling environmentally sustainable products only	69	51.5%
Tentree have lower focus on profitability than on environmental sustainability	22	16.4%
Tentree's CSR activities sound more convincing and genuine	34	25.4%
Total	**134**	**100.0%**

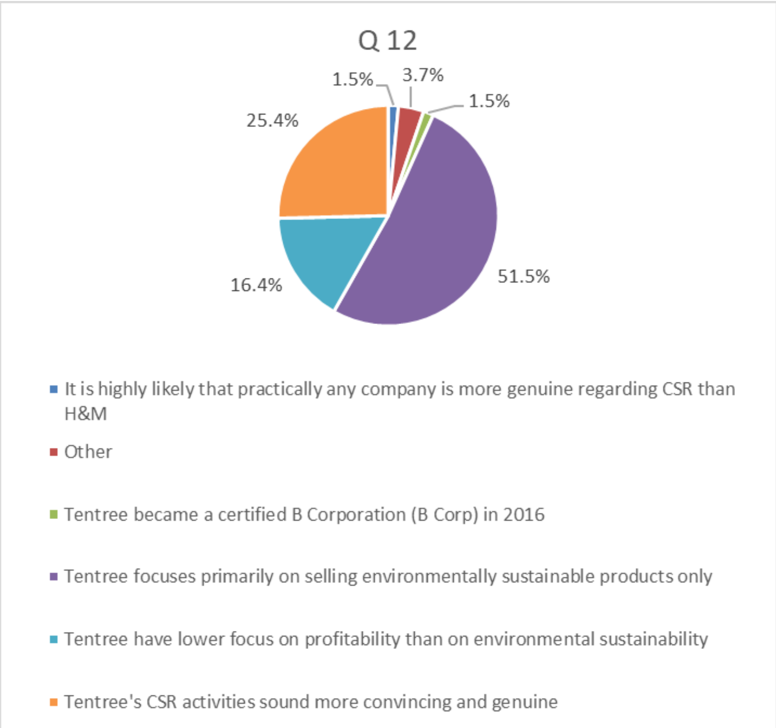

Figure A 16

Q.13 If you do NOT agree with the statement in Question 11, why do you believe that is the case?

Table A 18: Question 13

Q13		
	Frequency	Percent
All companies primarily want to maximize profits	12	22.2%
I am equally skeptical towards CSR activities of all fashion brands	19	35.2%
I believe that H&M's CSR activities are more genuine that Tentree's	3	5.6%
It is difficult to distinguish between genuine CSR and greenwashing	14	25.9%
Other	6	11.1%
Total	**54**	**100.0%**

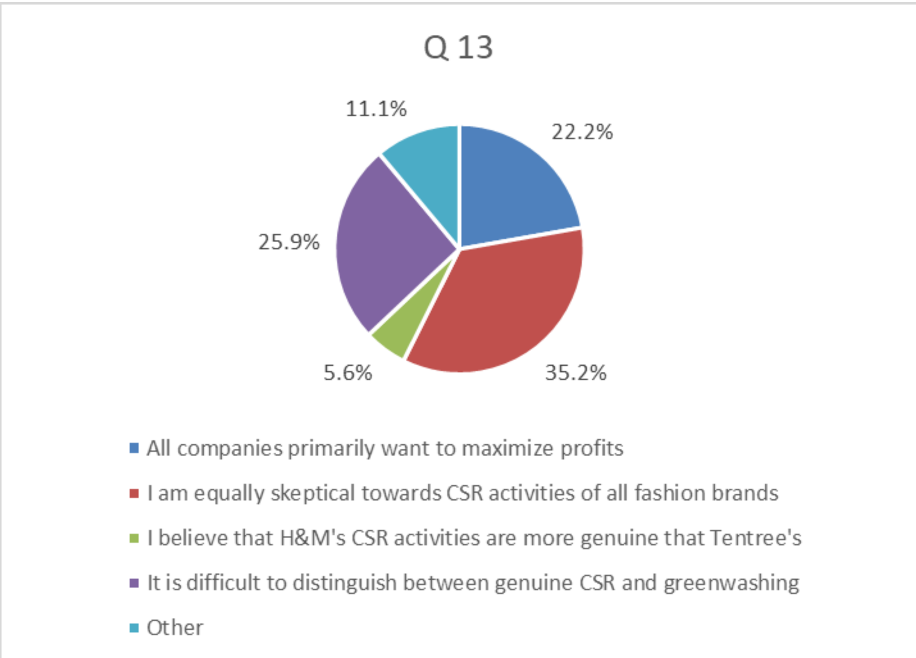

Figure A 17

Q.14 In your opinion, which company's CSR initiative seems to be more genuine to you?

This question was based on particular examples of H&M and Tentree's CSR activities, which have been copied below:

Tentree: It plants ten trees for every product sold, and gives customers a code so that they can track the growth of "their" trees. Their website also has an online ticker which is constantly updated as new trees are planted (simultaneously as new products are sold).

H&M: The Garment Collecting (Recycle at H&M) program is a global initiative that works to prevent customers unwanted clothes and textiles from going to landfill. You can simply hand in your bag of old clothes at the cash desk, and receive a discount voucher for your next purchase. The clothes will be either reused, reworn or recycled.

Table A 19: Question 14

Q14		
	Frequency	Percent
Both are equally genuine	60	31.9%
H&M's CSR initiative is more genuine	15	8.0%
Neither is genuine	17	9.0%
Tentree's CSR initiative seems more genuine	96	51.1%
Total	**188**	**100.0%**

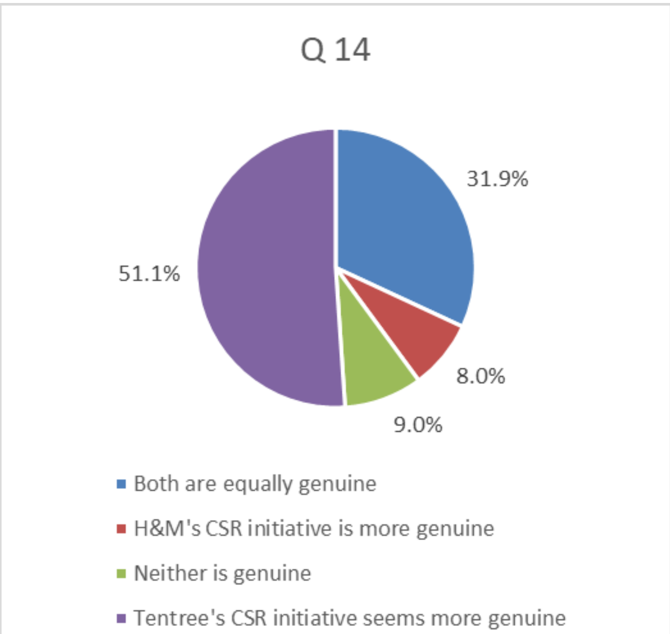

Figure A 18

Survey Section 5

➔ <u>Track 1: Tentree is More Genuine</u>

Q.15 Why do you believe Tentree's CSR activity is more genuine?

Table A 20: Track 1 - Question 15

Track 1: Q15		
	Frequency	Percent
H&M is more likely to engage in greenwashing	30	31.3%
I prefer the type of Tentree's CSR activity	16	16.7%
I trust Tentree more than H&M as a company	22	22.9%
Other	7	7.3%
Tentree's initiative will have a greater impact on the environment	21	21.9%
Total	**96**	**100.0%**

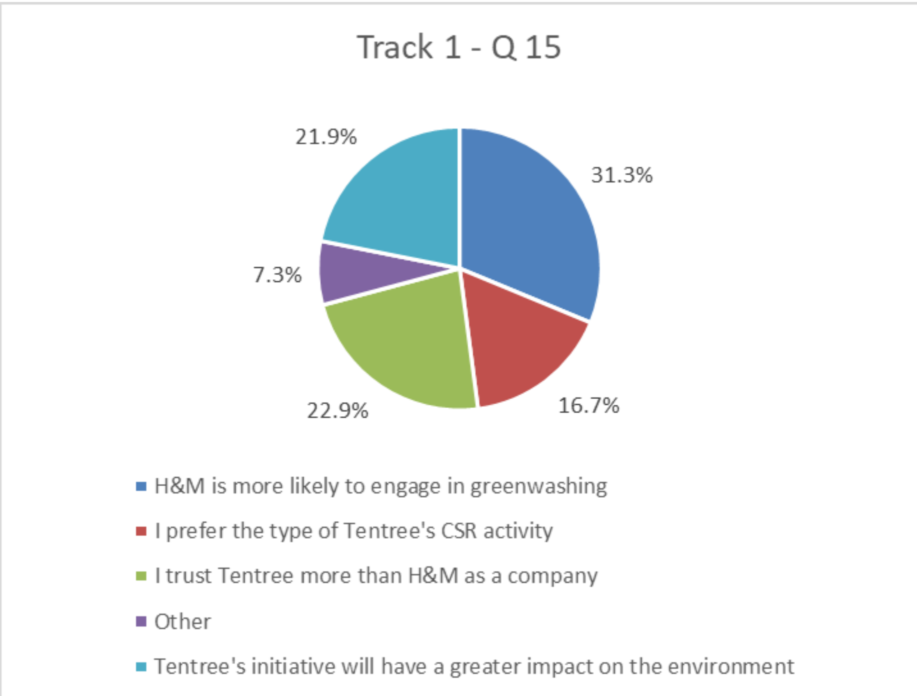

Figure A 19

Q.16 This statement has worsened my perception regarding the trustworthiness of H&M's CSR activities.

This question was based on the following statement:

Elizabeth Cline (author, journalist and expert on fashion and sustainability) revealed that H&M’s recycling campaign was also an instance of greenwashing as only about 1% of clothing can be genuinely recycled. This is because most clothing fabric is a blend of many different types of fibres which are very hard to separate once blended. As well, fibres like cotton and wool are very hard to recycle because their quality goes down greatly once recycled. In other words, the tagline for this campaign should not be "recycle" at H&M.

Table A 21: Track 1 - Question 16

Track 1: Q16		
	Frequency	Percent
Strongly Disagree	3	3.1%
Disagree	4	4.2%
Neutral	26	27.1%
Agree	32	33.3%
Strongly Agree	31	32.3%
Total	**96**	**100.0%**

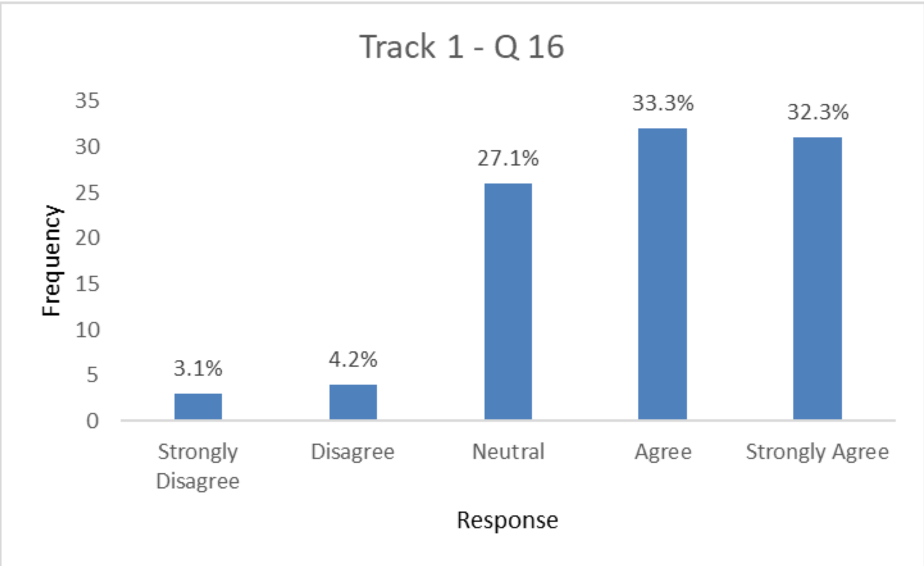

Figure A 20

Q.17 H&M has also been criticized of being involved in greenwashing practices in the past. How did it impact your purchasing behaviour?

Table A 22: Track 1 - Question 17

Track 1: Q17		
	Frequency	Percent
I don't shop from H&M	15	15.6%
I have stopped shopping from H&M since I became aware of such activities	14	14.6%
I never stopped shopping from H&M because fashion is more important to me than the CSR scandals	1	1.0%
I never stopped shopping from H&M because they have cheaper, fashionable clothes and I have economic constraints	21	21.9%
I only boycotted H&M for a little while but now I have started shopping again because fashion is more important to me th	2	2.1%
I only boycotted H&M for a little while but now I have started shopping again because I believe H&M has learned from its	2	2.1%
I only boycotted H&M for a little while but now I have started shopping again because they have cheaper, fashionable clo	10	10.4%
I was never aware of this, so it didn't alter my purchasing behaviour	28	29.2%
Other	3	3.1%
Total	**96**	**100.0%**

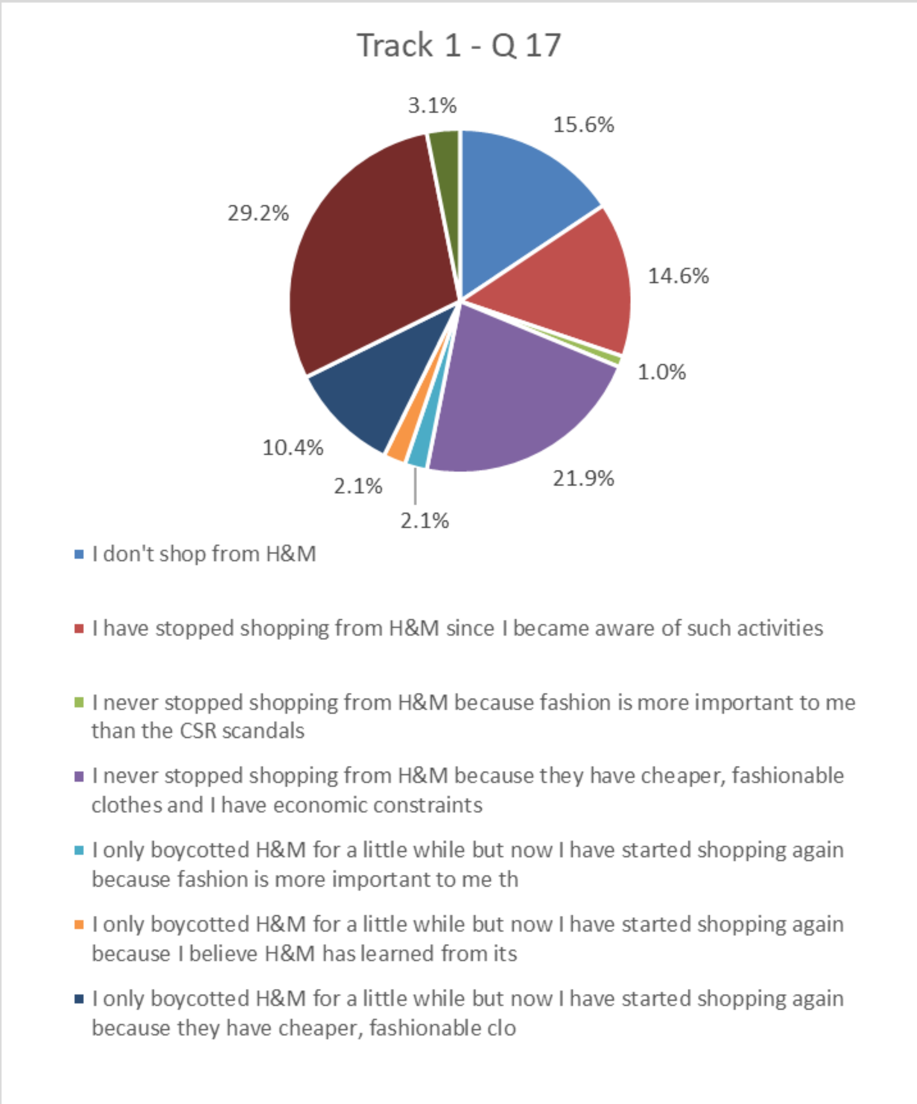
Track 1 - Q 17
3.1%
15.6%
29.2%
14.6%
1.0%
10.4%
21.9%
2.1%
2.1%
I don't shop from H&M
I have stopped shopping from H&M since I became aware of such activities
I never stopped shopping from H&M because fashion is more important to me than the CSR scandals
I never stopped shopping from H&M because they have cheaper, fashionable clothes and I have economic constraints
I only boycotted H&M for a little while but now I have started shopping again because fashion is more important to me th
I only boycotted H&M for a little while but now I have started shopping again because I believe H&M has learned from its
I only boycotted H&M for a little while but now I have started shopping again because they have cheaper, fashionable clo

Figure A 21

Q.18 I will feel more betrayed if I hear news about Tentree engaging in greenwashing than if it was about H&M.

Table A 23: Track 1 - Question 18

Track 1: Q18		
	Frequency	Percent
Strongly Disagree	2	2.1%
Disagree	4	4.2%
Neutral	14	14.6%
Agree	36	37.5%
Strongly Agree	40	41.7%
Total	**96**	**100.0%**

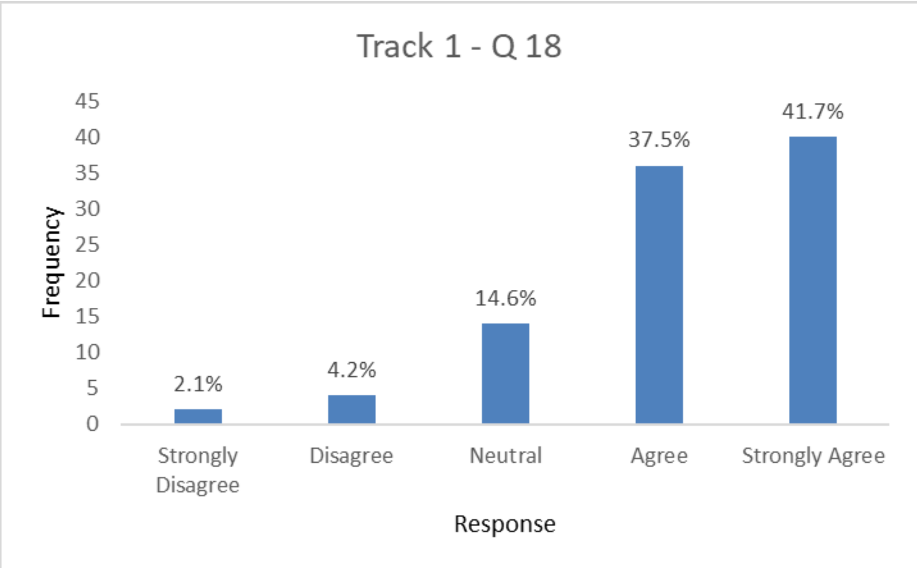

Figure A 22

Q.19 If Tentree is found to be engaged in a greenwashing scandal in the future, how do you think it will impact your purchasing behaviour?

Table A 24: Track 1 - Question 19

Track 1: Q19		
	Frequency	Percent
I don't know	14	14.6%
I will stop shopping for a while but will shop again if Tentree apologizes publicly and remedies its mistakes	28	29.2%
I will stop shopping from Tentree and will never shop again because they have violated the fundamental basis of their brand	47	49.0%
It will not affect my purchasing behaviour because I already believe that Tentree is engaged in greenwashing	4	4.2%
Other	3	3.1%
Total	**96**	**100.0%**

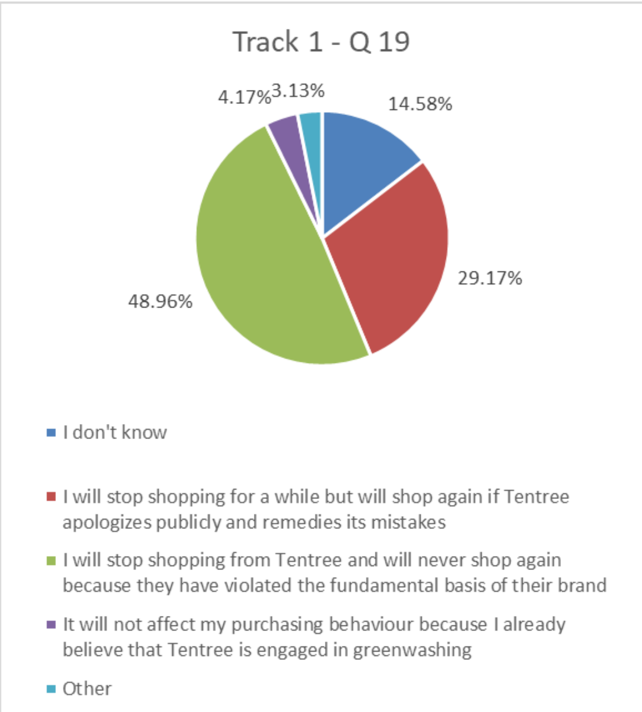

Figure A 23

➔ Track 2: H&M is More Genuine

Q.15 Why do you believe H&M's CSR activity is more genuine?

Table A 25: Track 2 - Question 15

Track 2: Q15		
	Frequency	Percent
H&M's initiative will have a greater impact on the environment	7	46.7%
I prefer the type of H&M's CSR activity	6	40.0%
Other	1	6.7%
Tentree is more likely to engage in greenwashing	1	6.7%
Total	**15**	**100.0%**

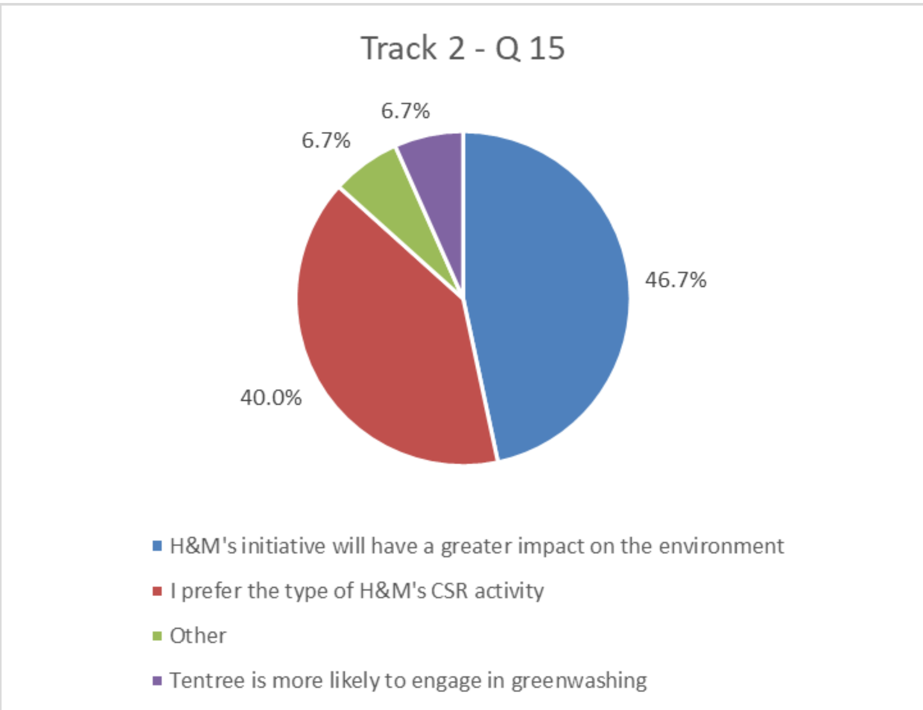

Figure A 24

Q.16 This statement has worsened my perception regarding the trustworthiness of H&M's CSR activities.

This question was based on the following statement:

Elizabeth Cline (author, journalist and expert on fashion and sustainability) revealed that H&M's recycling campaign was also an instance of greenwashing as only about 1% of clothing can be genuinely recycled. This is because most clothing fabric is a blend of many different types of fibres which are very hard to separate once blended. As well, fibres like cotton and wool are very hard to recycle because their quality goes down greatly once recycled. In other words, the tagline for this campaign should not be "recycle" at H&M.

Table A 26: Track 2 - Question 16

Track 2: Q16		
	Frequency	Percent
Strongly Disagree	1	6.7%
Disagree	1	6.7%
Neutral	4	26.7%
Agree	5	33.3%
Strongly Agree	4	26.7%
Total	**15**	**100.0%**

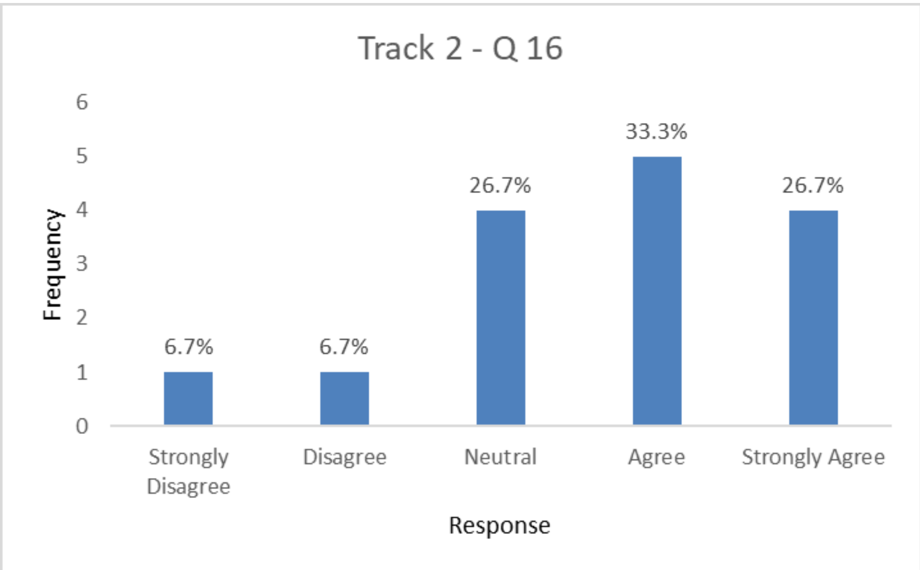

Figure A 25

Q.17 Do you now think that Tentree has the more genuine CSR initiative based on this new information and the fact that Tentree has currently not been involved in any greenwashing scandal?

Table A 27: Track 2 - Question 17

Track 2: Q17		
	Frequency	Percent
No, I still believe H&M has the better CSR activity	9	60.0%
Yes, I now believe Tentree's initiative is more genuine	6	40.0%
Total	**15**	**100.0%**

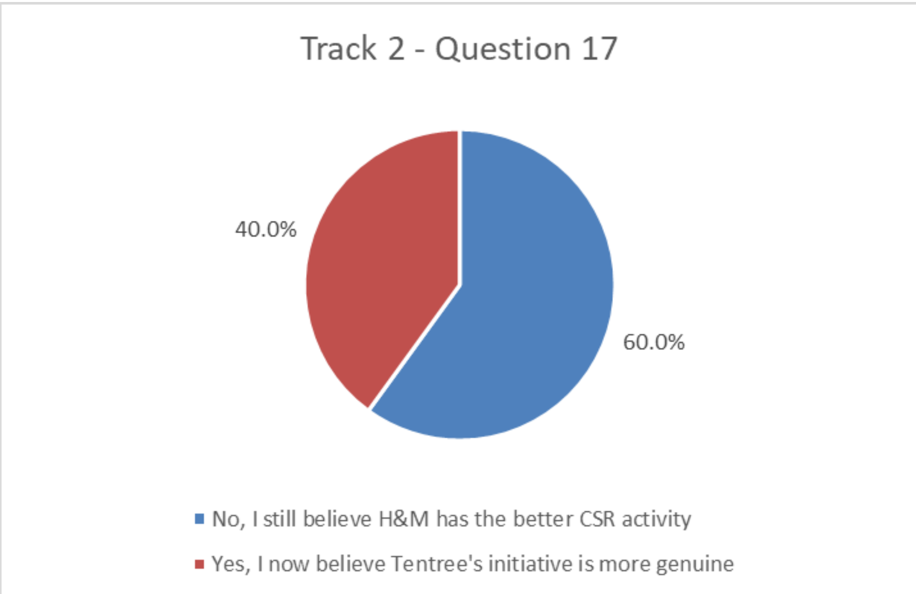

Figure A 26

Q.18 H&M has also been criticized of being involved in greenwashing practices in the past. How did it impact your purchasing behaviour?

Table A 28: Track 2 - Question 18

Track 2: Q18		
	Frequency	Percent
I don't shop from H&M	2	13.3%
I have stopped shopping from H&M since I became aware of such activities	1	6.7%
I never stopped shopping from H&M because fashion is more important to me than the CSR scandals	1	6.7%
I never stopped shopping from H&M because they have cheaper, fashionable clothes and I have economic constraints	2	13.3%
I only boycotted H&M for a little while but now I have started shopping again because I believe H&M has learned from its	2	13.3%
I was never aware of this, so it didn't alter my purchasing behaviour	5	33.3%
Other	2	13.3%
Total	**15**	**100.0%**

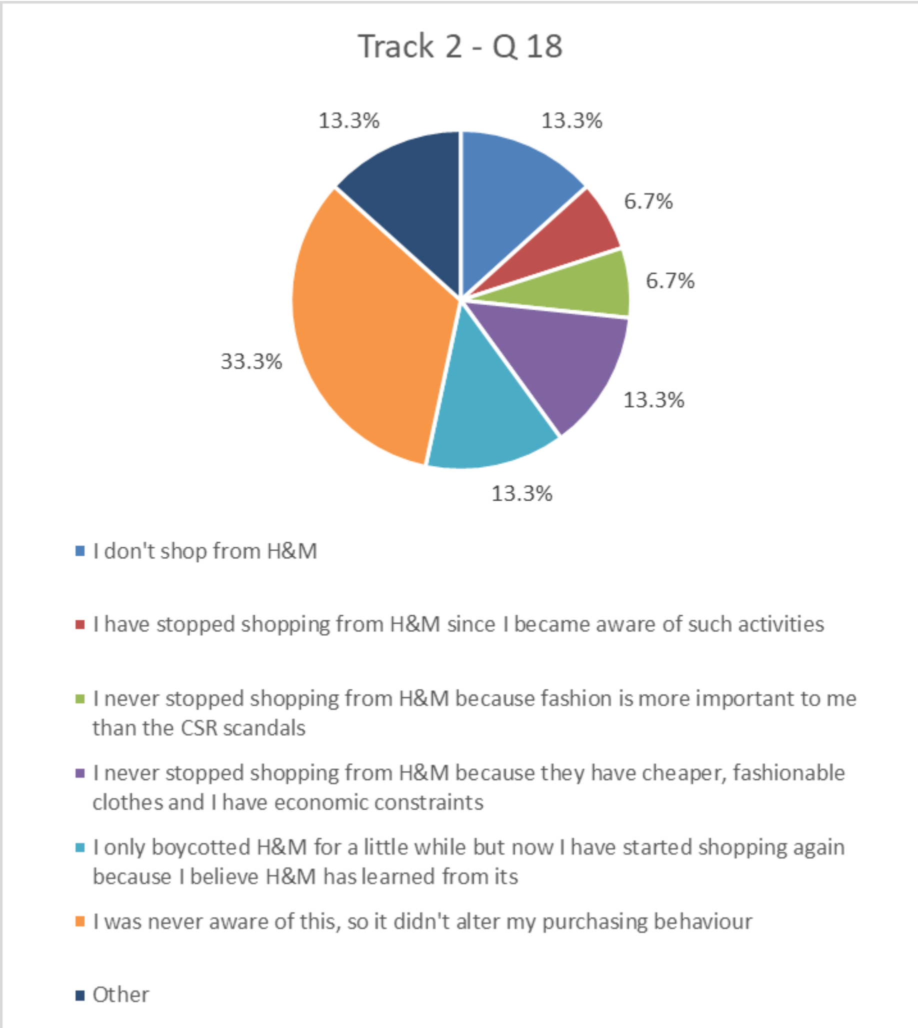
Track 2 - Q 18
13.3%
13.3%
6.7%
6.7%
13.3%
13.3%
33.3%
I don't shop from H&M
I have stopped shopping from H&M since I became aware of such activities
I never stopped shopping from H&M because fashion is more important to me than the CSR scandals
I never stopped shopping from H&M because they have cheaper, fashionable clothes and I have economic constraints
I only boycotted H&M for a little while but now I have started shopping again because I believe H&M has learned from its
I was never aware of this, so it didn't alter my purchasing behaviour
Other

Figure A 27

Q.19 I will feel more betrayed if I hear news about Tentree engaging in greenwashing than if it was about H&M.

Table A 29: Track 2 - Question 19

Track 2: Q19		
	Frequency	Percent
Strongly Disagree	4	26.7%
Disagree	0	0.0%
Neutral	3	20.0%
Agree	4	26.7%
Strongly Agree	4	26.7%
Total	**15**	**100.0%**

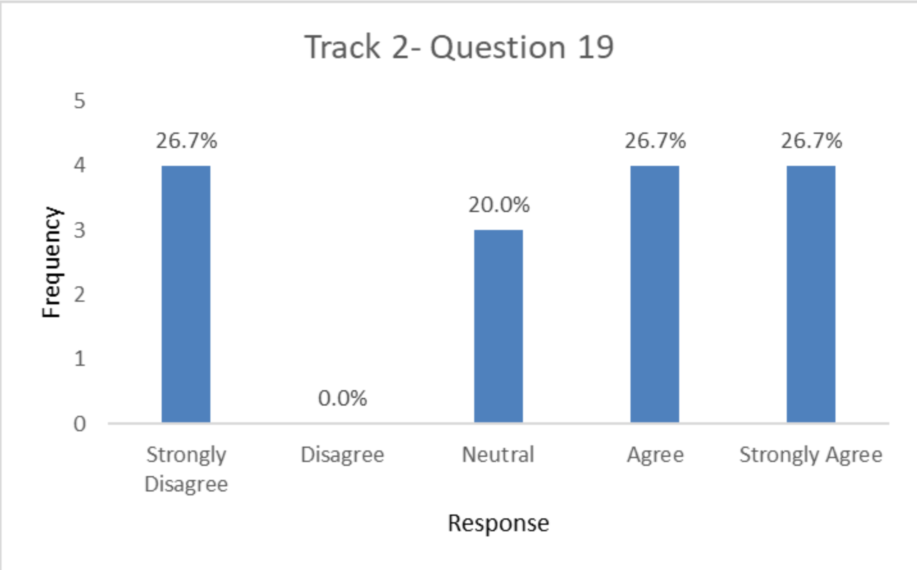

Figure A 28

Q.20 If Tentree is found to be engaged in a greenwashing scandal in the future, how do you think it will impact your purchasing behaviour?

Table A 30: Track 2 - Question 20

Track 2: Q20		
	Frequency	Percent
I don't know	3	20.0%
I will stop shopping for a while but will shop again if Tentree apologizes publicly and remedies its mistakes	2	13.3%
I will stop shopping from Tentree and will never shop again because they have violated the fundamental basis of their brand	4	26.7%
It will not affect my purchasing behaviour because I already believe that Tentree is engaged in greenwashing	3	20.0%
Other	3	20.0%
Total	**15**	**100.0%**

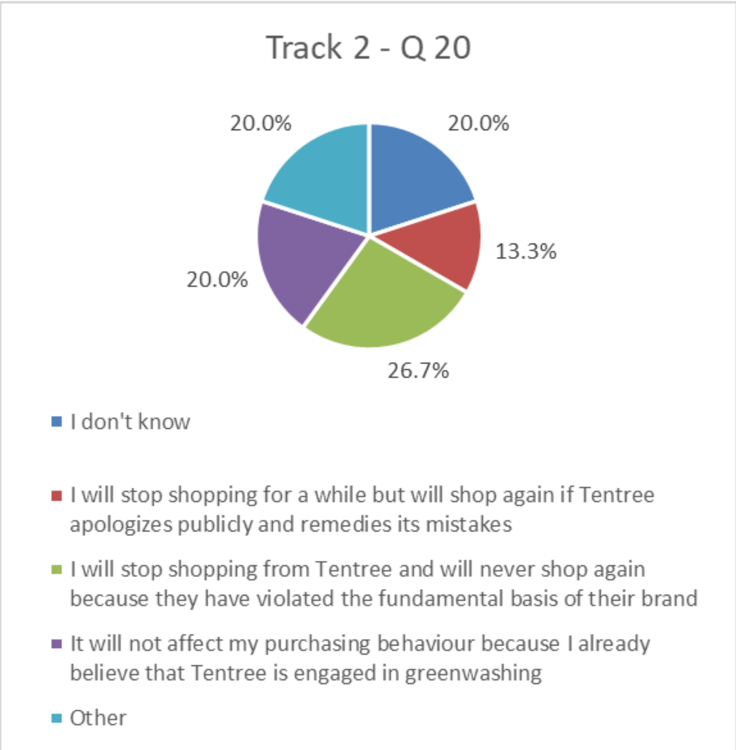

Figure A 29

➔ Track 3: Both are Equally Genuine

Q.15 Why do you believe both companies' CSR activities are equally genuine?

Table A 31: Track 3 - Question 15

Track 3: Q15		
	Frequency	Percent
Both companies are trustworthy	2	3.3%
Both companies' CSR activities have their pros and cons	2	3.3%
I believe both companies are morally responsible, so their CSR is equally genuine	20	33.3%
I believe that both initiatives are equally good	32	53.3%
Other	4	6.7%
Total	**60**	**100.0%**

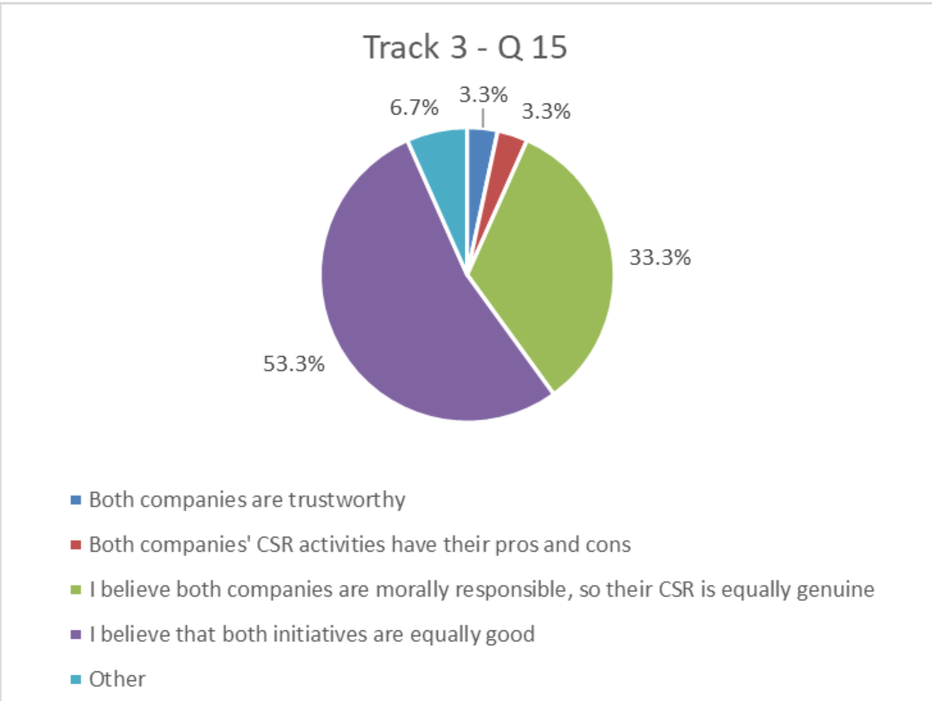

Figure A 30

Q.16 This statement has worsened my perception regarding the trustworthiness of H&M's CSR activities.

This question was based on the following statement:

Elizabeth Cline (author, journalist and expert on fashion and sustainability) revealed that H&M's recycling campaign was also an instance of greenwashing as only about 1% of clothing can be genuinely recycled. This is because most clothing fabric is a blend of many different types of fibres which are very hard to separate once blended. As well, fibres like cotton and wool are very hard to recycle because their quality goes down greatly once recycled. In other words, the tagline for this campaign should not be "recycle" at H&M.

Table A 32: Track 3 - Question 16

Track 3: Q16		
	Frequency	Percent
Strongly Disagree	2	3.3%
Disagree	3	5.0%
Neutral	12	20.0%
Agree	21	35.0%
Strongly Agree	22	36.7%
Total	**60**	**100.0%**

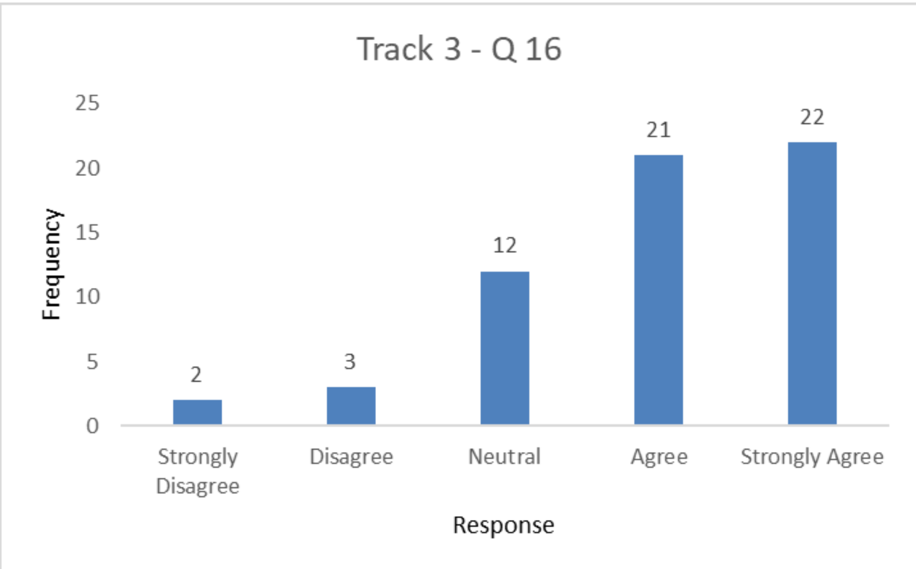

Figure A 31

Q.17 Do you now think that Tentree has the more genuine CSR initiative based on this new information and the fact that Tentree has currently not been involved in any greenwashing scandal?

Table A 33: Track 3 - Question 17

Track 3: Q17		
	Frequency	Percent
No, I still believe both are equally genuine	18	30.0%
Yes, I now believe Tentree's initiative is more genuine	42	70.0%
Total	**60**	**100.0%**

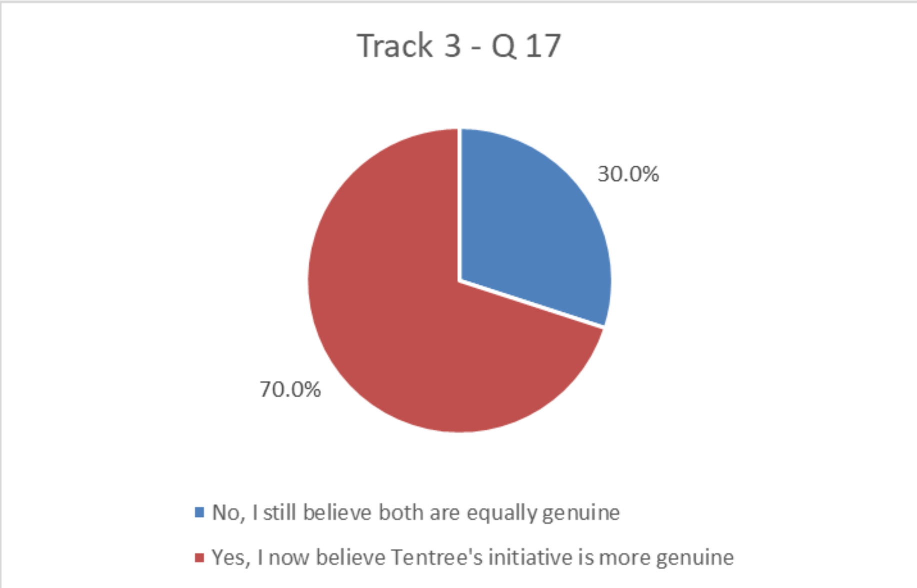

Figure A 32

Q.18 Why do you still believe that both companies' CSR initiatives are equally genuine?

Table A 34: Track 3 - Question 18

Track 3: Q18		
	Frequency	Percent
"Recycling" is a question of definition. Even making a carpet or stuffing madrasses is recycling, not just making new cl	1	5.6%
Because both have a hidden agenda. Alla companies that "fight" for the enviorment are equaly as not genuine.	1	5.6%
Because there are articles about companies planting trees that actually aren't helping the environment. In many places p	1	5.6%
Because they are both equally likely to want to exploit consumers, although	1	5.6%
Cant claim one is worse than the other as I hardly know anything about them.	1	5.6%
Human nature is the prime mover	1	5.6%
I actually would have picked "neither" or "not enough information", I would like to do my own research to be sure of the	1	5.6%
I don't believe in using "moral" as a Selling Point. It has never shown to be sustainable.	1	5.6%
I don't care at all	3	16.7%
it is not about genuine or not. its about how info could be disclosed.	1	5.6%
It seems obvious that Tentree is more transparent and reliable, however, it should neither be discredited that H&M does	1	5.6%
Not sure	1	5.6%
Remember, H&M has stated that their older clothes will either by recycled, reused or re-worn. Sure, I can agree that the	1	5.6%
Sort of described it on another question, one have a business idea based on sustainability and the other is changing tow	1	5.6%
The two companies are doing different things for the environment. Both activities are important. Planting trees AND gath	1	5.6%
Uncertain about information	1	5.6%
Total	**18**	**100.0%**

Track 3 - Q 18
5.6%
5.6%
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5.6%
5.6%
5.6%
16.7%
"Recycling" is a question of definition. Even making a carpet or stuffing madrasses is recycling, not just making new cl
Because both have a hidden agenda. Alla companies that "fight" for the enviorment are equaly as not genuine.
Because there are articles about companies planting trees that actually aren't helping the environment. In many places p
Because they are both equally likely to want to exploit consumers, although
Cant claim one is worse than the other as I hardly know anything about them.
Human nature is the prime mover
I actually would have picked "neither" or "not enough information", I would like to do my own research to be sure of the

Figure A 33

Q.19 H&M has also been criticized of being involved in greenwashing practices in the past. How did it impact your purchasing behaviour?

Table A 35: Track 3 - Question 19

Track 3: Q19		
	Frequency	Percent
I don't shop from H&M	6	10.0%
I have stopped shopping from H&M since I became aware of such activities	3	5.0%
I never stopped shopping from H&M because they have cheaper, fashionable clothes and I have economic constraints	18	30.0%
I only boycotted H&M for a little while but now I have started shopping again because I believe H&M has learned from its	2	3.3%
I only boycotted H&M for a little while but now I have started shopping again because they have cheaper, fashionable clo	5	8.3%
I was never aware of this, so it didn't alter my purchasing behaviour	22	36.7%
Other	4	6.7%
Total	**60**	**100.0%**

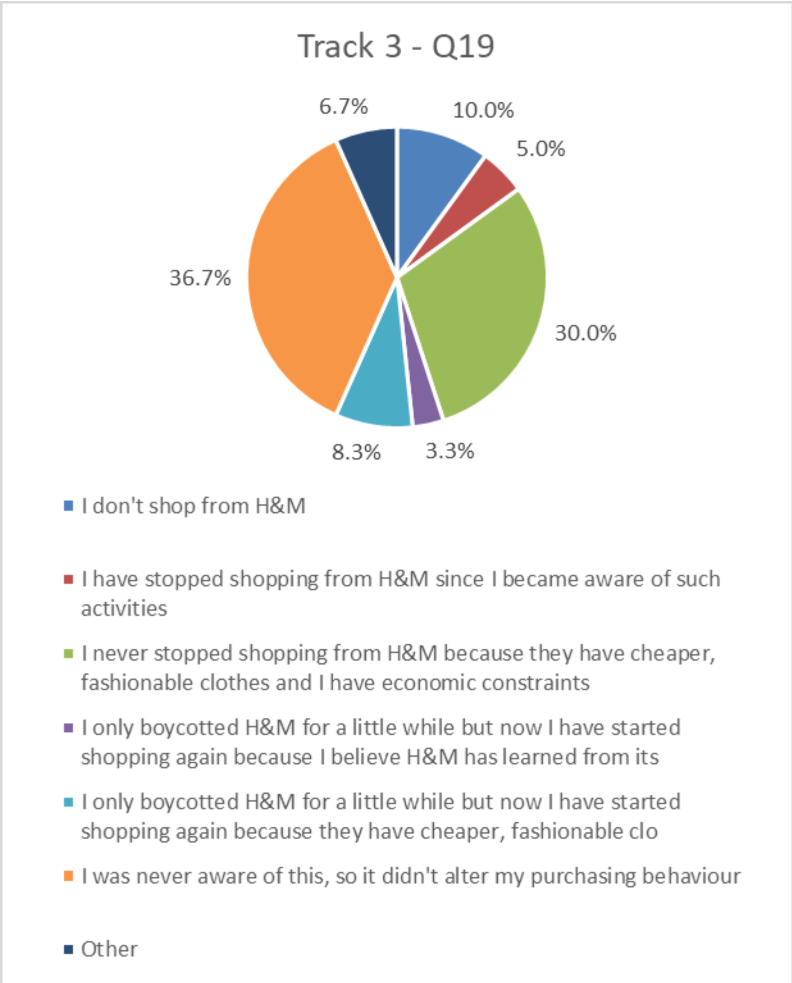
Track 3 - Q19
6.7%
10.0%
5.0%
36.7%
30.0%
8.3%
3.3%
I don't shop from H&M
I have stopped shopping from H&M since I became aware of such activities
I never stopped shopping from H&M because they have cheaper, fashionable clothes and I have economic constraints
I only boycotted H&M for a little while but now I have started shopping again because I believe H&M has learned from its
I only boycotted H&M for a little while but now I have started shopping again because they have cheaper, fashionable clo
I was never aware of this, so it didn't alter my purchasing behaviour
Other

Figure A 34

Q.20 I will feel more betrayed if I hear news about Tentree engaging in greenwashing than if it was about H&M.

Table A 36: Track 3 - Question 20

Track 3: Q20		
	Frequency	Percent
Strongly Disagree	4	6.7%
Disagree	2	3.3%
Neutral	21	35.0%
Agree	12	20.0%
Strongly Agree	21	35.0%
Total	**60**	**100.0%**

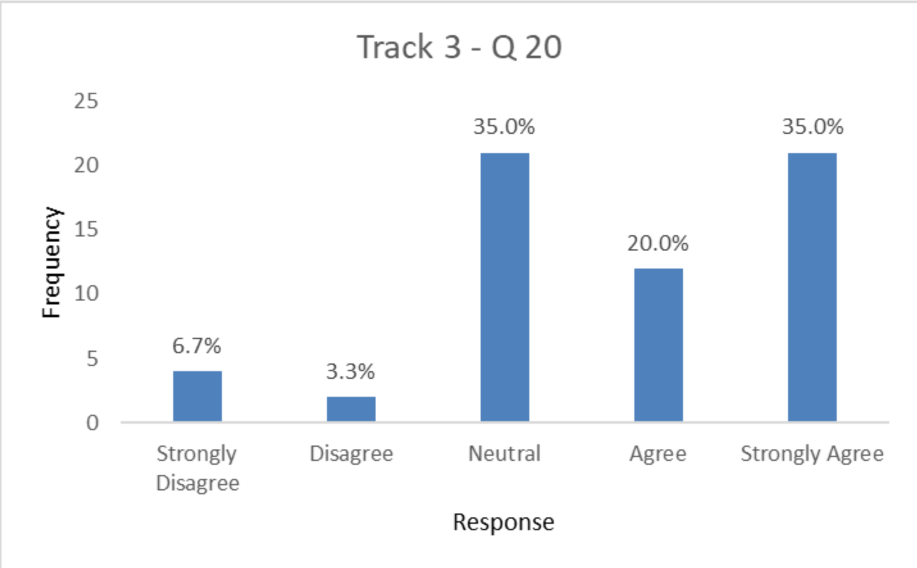

Figure A 35

Q.21 If Tentree is found to be engaged in a greenwashing scandal in the future, how do you think it will impact your purchasing behaviour?

Table A 37: Track 3 - Question 21

Track 3: Q21		
	Frequency	Percent
I don't know	3	5.0%
I will stop shopping for a while but will shop again if Tentree apologizes publicly and remedies its mistakes	19	31.7%
I will stop shopping from Tentree and will never shop again because they have violated the fundamental basis of their brand	14	23.3%
It does not impact my purchasing behaviour	2	3.3%
It does not impact my purchasing behaviour because I don't shop there, nor have any plans to in the future.	11	18.3%
It will not affect my purchasing behaviour because I already believe that Tentree is engaged in greenwashing	6	10.0%
Other	5	8.3%
Total	**60**	**100.0%**

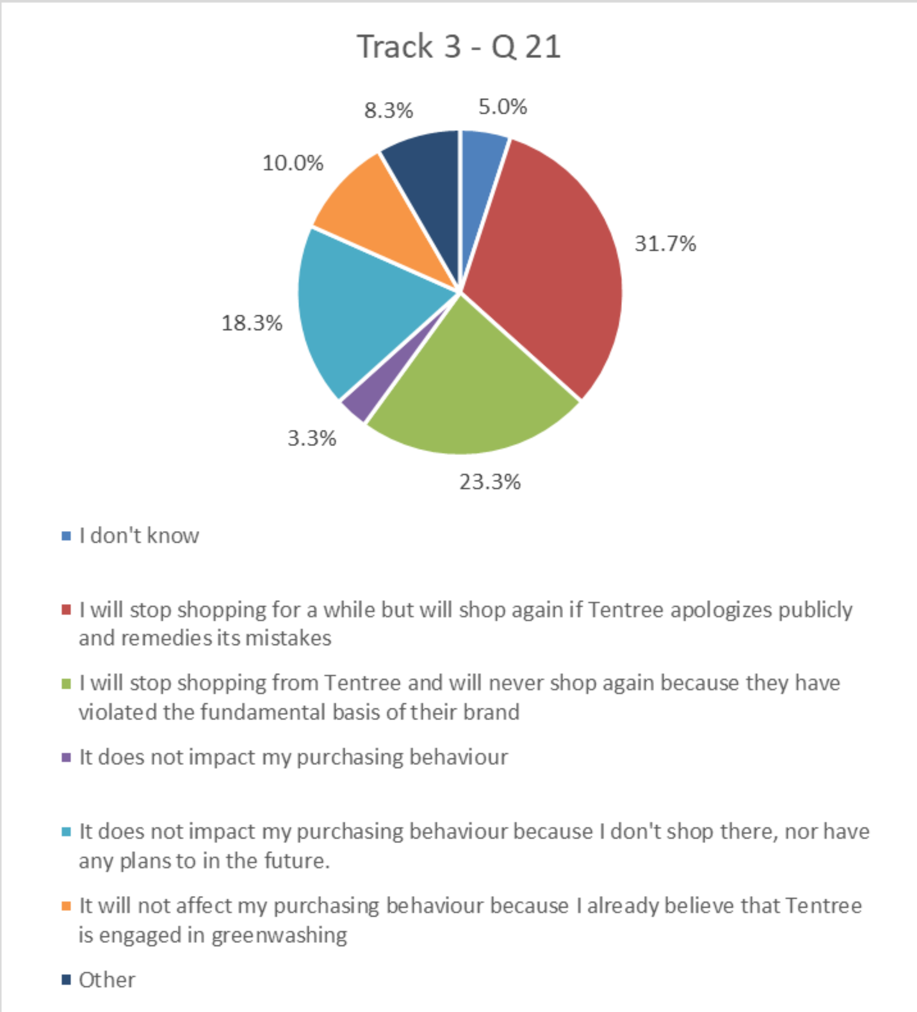
Track 3 - Q 21
8.3%
5.0%
10.0%
31.7%
18.3%
3.3%
23.3%
I don't know
I will stop shopping for a while but will shop again if Tentree apologizes publicly and remedies its mistakes
I will stop shopping from Tentree and will never shop again because they have violated the fundamental basis of their brand
It does not impact my purchasing behaviour
It does not impact my purchasing behaviour because I don't shop there, nor have any plans to in the future.
It will not affect my purchasing behaviour because I already believe that Tentree is engaged in greenwashing
Other

Figure A 36

➔ Track 4: Neither is Genuine

Q.15 Why do you believe that neither companies' CSR initiative is genuine?

Table A 38: Track 4 - Question 15

Track 4: Q15		
	Frequency	Percent
I am equally skeptical towards CSR initiatives by all companies	9	52.9%
I believe that companies in the fashion industry just engage in greenwashing	1	5.9%
Other	7	41.2%
Total	**17**	**100.0%**

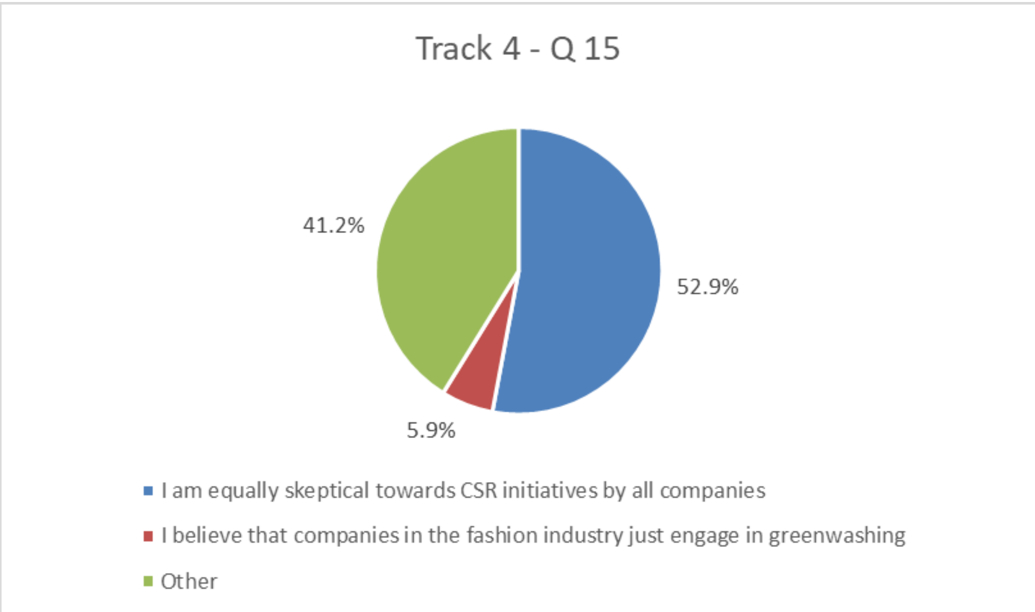

Figure A 37

Q.16 This statement has worsened my perception regarding the trustworthiness of H&M's CSR activities.

This question was based on the following statement:

Elizabeth Cline (author, journalist and expert on fashion and sustainability) revealed that H&M’s recycling campaign was also an instance of greenwashing as only about 1% of clothing can be genuinely recycled. This is because most clothing fabric is a blend of many different types of fibres which are very hard to separate once blended. As well, fibres like cotton and wool are very hard to recycle because their quality goes down greatly once recycled. In other words, the tagline for this campaign should not be "recycle" at H&M.

Table A 39: Track 4 - Question 16

Track 4: Q16		
	Frequency	Percent
Strongly Disagree	1	5.9%
Disagree	1	5.9%
Neutral	6	35.3%
Agree	3	17.6%
Strongly Agree	6	35.3%
Total	**17**	**100.0%**

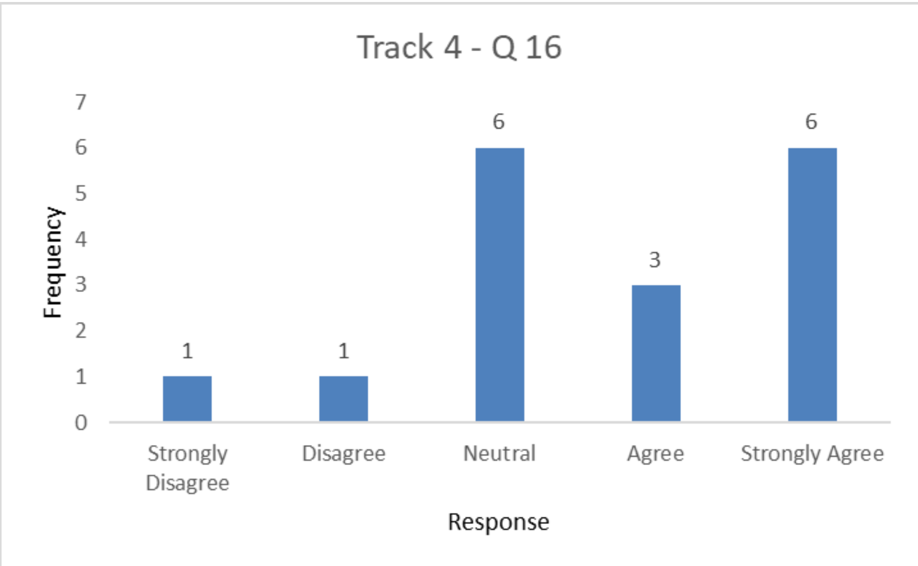

Figure A 38

Q.17 Do you now think that Tentree has the more genuine CSR initiative based on this new information and the fact that Tentree has currently not been involved in any greenwashing scandal?

Table A 40: Track 4 - Question 17

Track 4: Q17		
	Frequency	Percent
No, I still believe that neither companies' CSR initiative is genuine	15	88.2%
Yes, I now believe Tentree's initiative is more genuine	2	11.8%
Total	**17**	**100.0%**

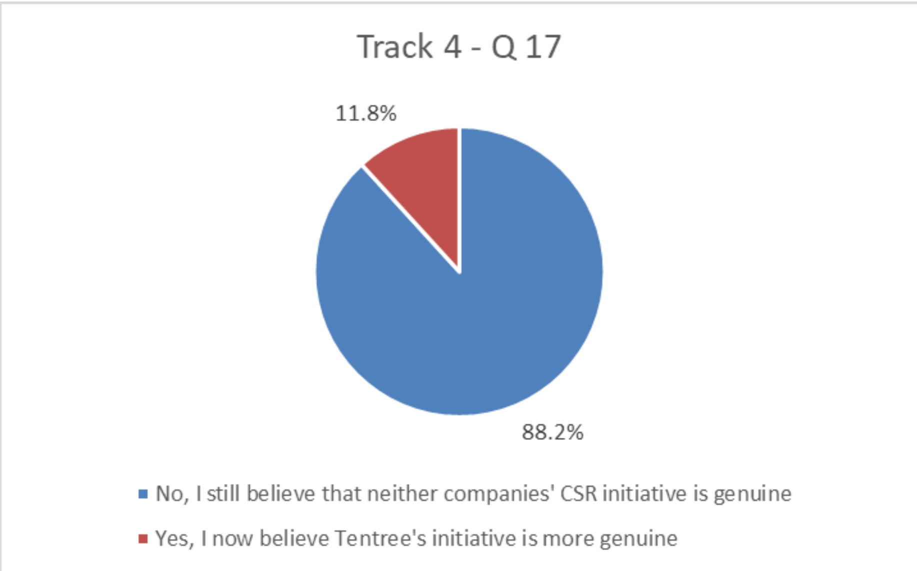

Figure A 39

Q.18 H&M has also been criticized of being involved in greenwashing practices in the past. How did it impact your purchasing behaviour?

Table A 41: Track 4 - Question 18

Track 4: Q18		
	Frequency	Percent
I don't shop from H&M	2	11.8%
I have stopped shopping from H&M since I became aware of such activities	2	11.8%
I never stopped shopping from H&M because fashion is more important to me than the CSR scandals	1	5.9%
I never stopped shopping from H&M because they have cheaper, fashionable clothes and I have economic constraints	4	23.5%
I was never aware of this, so it didn't alter my purchasing behaviour	7	41.2%
Other	1	5.9%
Total	**17**	**100.0%**

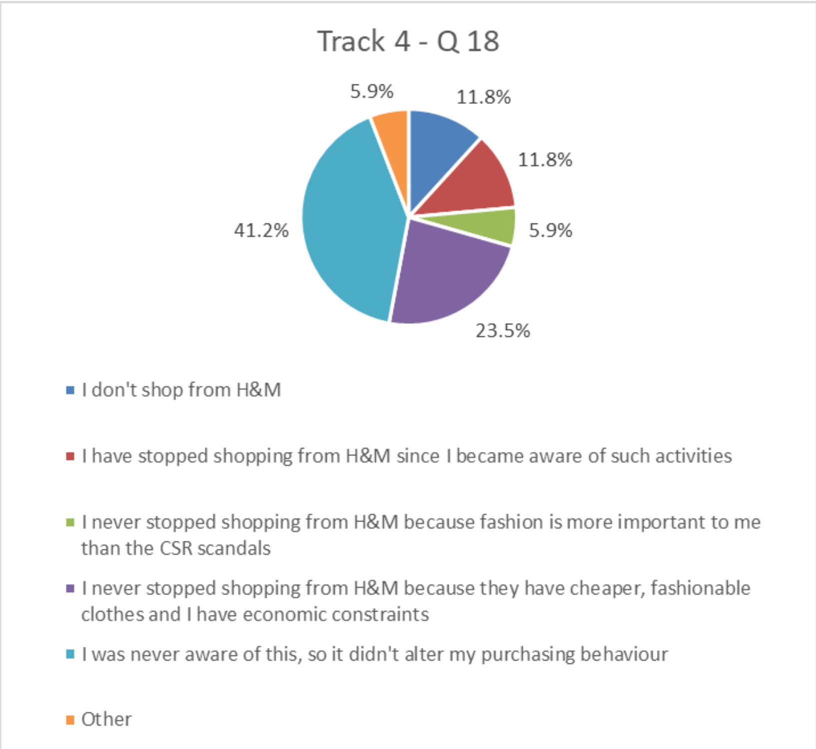

Figure A 40

Q.19 I will feel more betrayed if I hear news about Tentree engaging in greenwashing than if it was about H&M.

Table A 42: Track 4 - Question 19

Track 4: Q19		
	Frequency	Percent
Strongly Disagree	1	5.9%
Disagree	3	17.6%
Neutral	10	58.8%
Agree	1	5.9%
Strongly Agree	2	11.8%
Total	**17**	**100.0%**

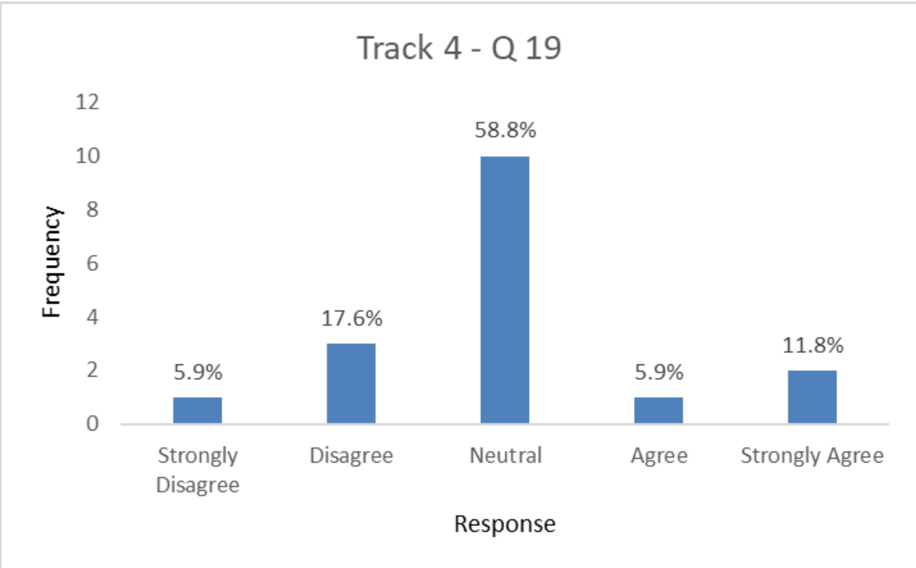

Figure A 41

Q.20 If Tentree is found to be engaged in a greenwashing scandal in the future, how do you think it will impact your purchasing behaviour?

Table A 43: Track 4 - Question 20

Track 4: Q20		
	Frequency	Percent
I will stop shopping for a while but will shop again if Tentree apologizes publicly and remedies its mistakes	2	11.8%
I will stop shopping from Tentree and will never shop again because they have violated the fundamental basis of their brand	6	35.3%
It will not affect my purchasing behavior as I don't care about greenwashing	4	23.5%
It will not affect my purchasing behaviour because I already believe that Tentree is engaged in greenwashing	2	11.8%
Other	3	17.6%
Total	**17**	**100.0%**

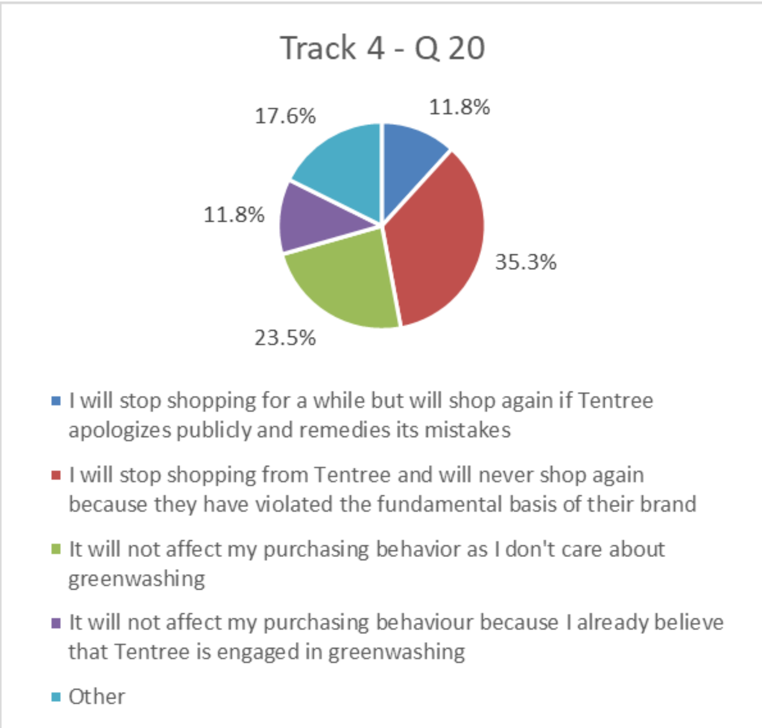

Figure A 42

Survey Section 6

Q.20/21/22 (Depending on the Track in Section 5)

If you are looking to purchase environmentally sustainable clothing, are you more likely to prefer Tentree's products over H&M's environmentally sustainable marketed "Conscious" Line?

Table A 44: Question 20/21/22 (Depending on Track in Section 5)

Q20/21/22 (Depending on Track in Section 5)		
	Frequency	Percent
It depends on other factors such as price and quality	70	37.2%
Maybe	22	11.7%
No	8	4.3%
Other	4	2.1%
Yes	84	44.7%
Total	**188**	**100.0%**

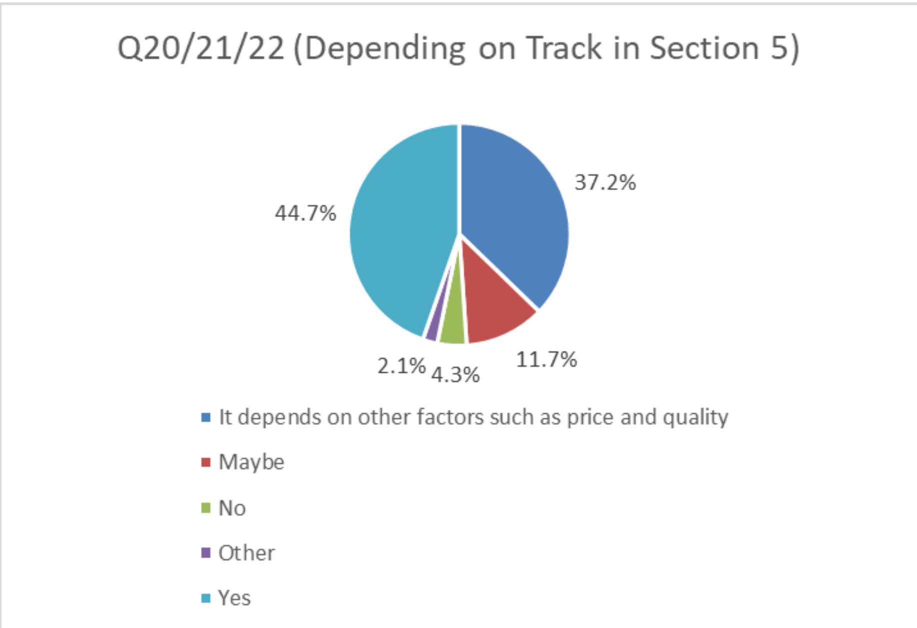

Figure A 43

Q.21/22/23 (Depending on the Track in Section 5)

If your answer If your answer to Question 21 was "Yes", why was that the case?

Table A 45: Question 21/22/23 (Depending on Track in Section 5)

Q21/22/23 (Depending on Track in Section 5)		
	Frequency	Percent
Other	6	7.1%
Tentree has better environmental sustainability CSR initiatives	22	26.2%
Tentree has not had any greenwashing scandal	11	13.1%
Tentree is more transparent and truthful with its CSR activities	24	28.6%
Tentree sells environmentally sustainable clothes only, so they know what they're doing	21	25.0%
Total	**84**	**100.0%**

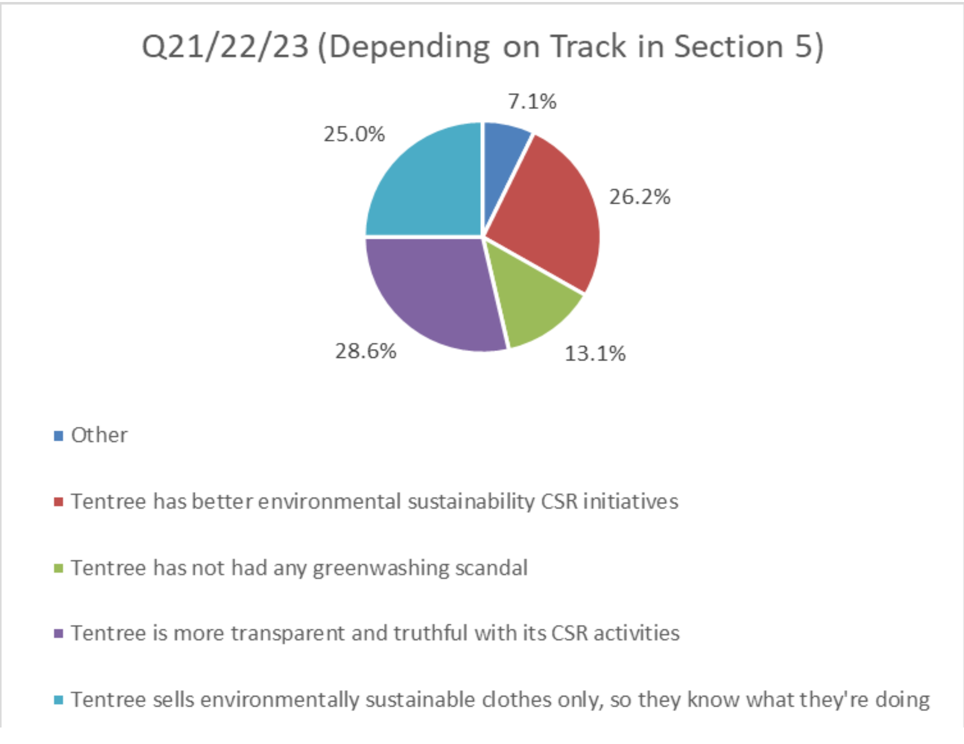

Figure A 44

Q.22/23/24 (Depending on the Track in Section 5)

If your answer to Question 21 was "No", why was that the case?

Table A 46: Question 22/23/24 (Depending on Track in Section 5)

Q22/23/24 (Depending on Track in Section 5)		
	Frequency	Percent
H&M is one of the world's largest clothing retailer and is subject to more stringent CSR policies	4	50.0%
I prefer "H&M Conscious" because H&M produces more fashionable and trendy clothes than Tentree	1	12.5%
Other	3	37.5%
Total	**8**	**100.0%**

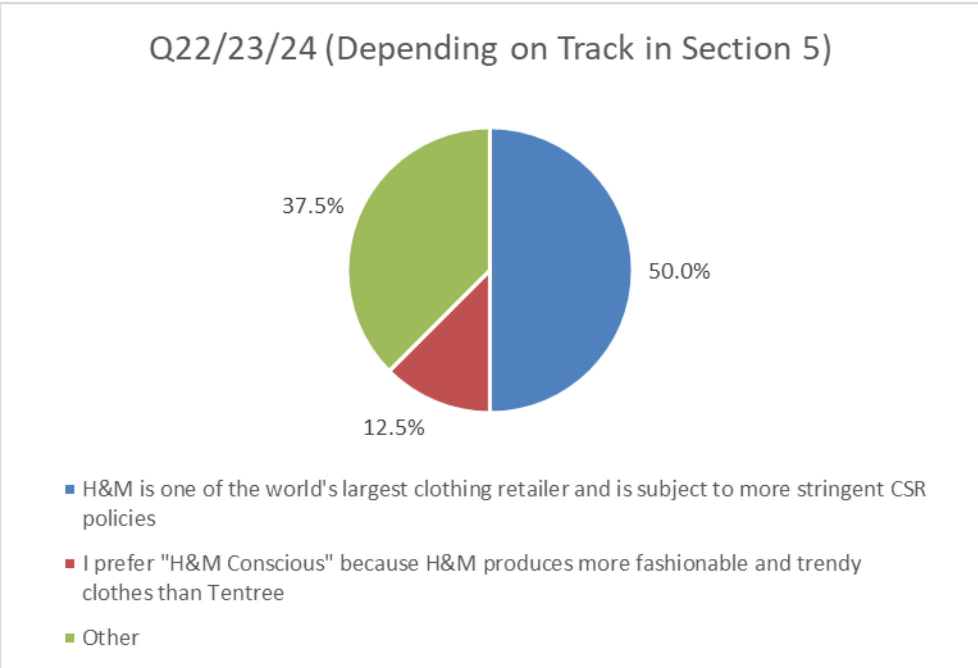

Figure A 45

Q.23/24/25 (Depending on the Track in Section 5)

Which company's environment-related CSR activities hold the greater potential to alter your purchasing behaviour towards more environmentally sustainable consumption?

Table A 47: Question 22/23/24 (Depending on Track in Section 5)

Q23/24/25 (Depending on Track in Section 5)		
	Frequency	Percent
Both	24	12.8%
H&M	24	12.8%
I don't know	25	13.3%
Neither	29	15.4%
Tentree	86	45.7%
Total	**188**	**100.0%**

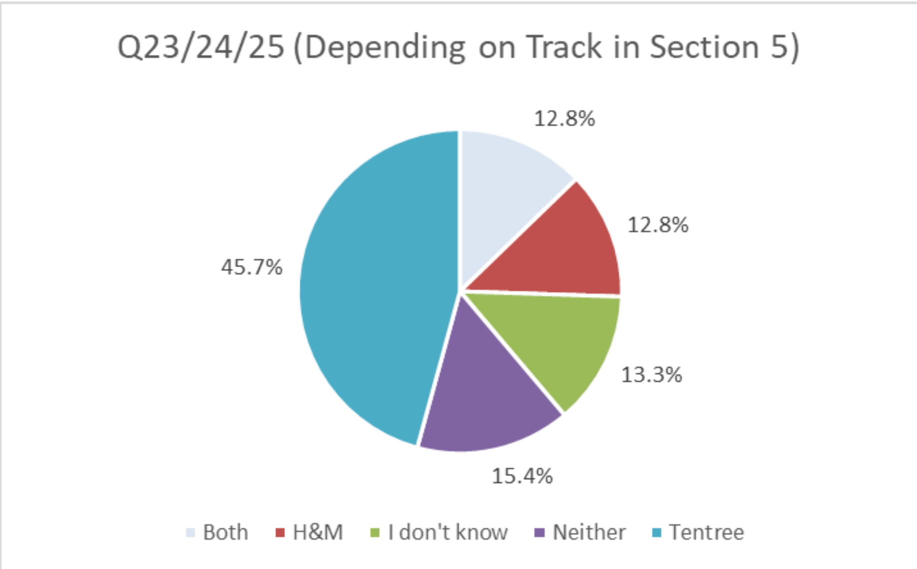

Figure A 46

Appendix B

Appendix B consists of contingency tables (cross-tables), results of Chi-square tests and Cramer's V values, as well as the results of correlations between variables, which were used as part of Chapter 4 to answer the research questions.

The supplementary tables for demographic-based analysis have been attached in Appendix C.

Please note that the question numbers used in this section refer to those in the survey, which has been presented in Appendix A – for example, Q1 in Appendix B refers to Q1 as described in Appendix A.

B1 Question 4 and Question 7

B1.1 Contingency Table

*Table B 1: Q4*Q7 Cross-table*

Q4 * Q7 Crosstabulation						
			Q7			
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	Total
Q4	Agree or Strongly Agree	Count	82	8	23	113
		% within Q4	72.6%	7.1%	20.4%	100.0%
	Disagree or Strongly Disagree	Count	9	11	12	32
		% within Q4	28.1%	34.4%	37.5%	100.0%
	Neutral	Count	16	11	16	43
		% within Q4	37.2%	25.6%	37.2%	100.0%
Total		Count	107	30	51	188
		% within Q4	56.9%	16.0%	27.1%	100.0%

B1.2 Chi-square Test

*Table B 2: Q4*Q7 Chi-square Test*

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	32.128[a]	4	0.000
Likelihood Ratio	32.485	4	0.000
Linear-by-Linear Association	14.821	1	0.000
N of Valid Cases	188		

B1.3 Cramer's V

*Table B 3: Q4*Q7 Cramer's V*

Symmetric Measures					
		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Nominal by Nominal	Phi	0.413			0.000
	Cramer's V	0.292			0.000
Interval by Interval	Pearson's R	0.282	0.071	4.001	.000[c]
Ordinal by Ordinal	Spearman Correlation	0.322	0.070	4.632	.000[c]
N of Valid Cases		188			

B1.4 Spearman's Correlation Coefficient

*Table B 4: Q4*Q7 Spearman's Correlation Coefficient*

Correlations				
			Q4	Q7
Spearman's rho	Q4	Correlation Coefficient	1.000	.322**
		Sig. (2-tailed)		0.000
		N	188	188
	Q7	Correlation Coefficient	.322**	1.000
		Sig. (2-tailed)	0.000	
		N	188	188

**. Correlation is significant at the 0.01 level (2-tailed).

B2 Question 4 and Question 11

B2.1 Contingency Table

*Table B 5: Q4*Q11 Cross-table*

Q4 * Q11 Crosstabulation						
			Q11			
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	Total
Q4	Agree or Strongly Agree	Count	93	9	11	113
		% within Q4	82.3%	8.0%	9.7%	100.0%
	Disagree or Strongly Disagree	Count	12	12	8	32
		% within Q4	37.5%	37.5%	25.0%	100.0%
	Neutral	Count	29	2	12	43
		% within Q4	67.4%	4.7%	27.9%	100.0%
Total		Count	134	23	31	188
		% within Q4	71.3%	12.2%	16.5%	100.0%

B2.2 Chi-square Test

*Table B 6: Q4*Q11 Chi-square Test*

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.472[a]	4	0.000
Likelihood Ratio	31.109	4	0.000
Linear-by-Linear Association	9.414	1	0.002
N of Valid Cases	188		

B2.3 Cramer’s V

*Table B 7: Q4*Q11 Cramer's V*

Symmetric Measures

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Nominal by Nominal	Phi	0.434			0.000
	Cramer's V	0.307			0.000
Interval by Interval	Pearson's R	0.224	0.075	3.140	.002[c]
Ordinal by Ordinal	Spearman Correlation	0.248	0.073	3.497	.001[c]
N of Valid Cases		188			

B2.4 Spearman’s Correlation Coefficient

*Table B 8: Q4*Q11 Spearman's Correlation Coefficient*

Correlations

			Q4	Q11
Spearman's rho	Q4	Correlation Coefficient	1.000	.248**
		Sig. (2-tailed)		0.001
		N	188	188
	Q11	Correlation Coefficient	.248**	1.000
		Sig. (2-tailed)	0.001	
		N	188	188

**. Correlation is significant at the 0.01 level (2-tailed).

B3 Question 4 and Question 14

B3.1 Contingency Table

*Table B 9: Q4*Q14 Cross-table*

Q4 * Q14 Crosstabulation							
			Q14				
			Both are equally genuine	H&M's CSR initiative is more genuine	Neither is genuine	Tentree's CSR initiative seems more genuine	Total
Q4	Agree or Strongly Agree	Count	39	6	7	61	113
		% within Q4	34.5%	5.3%	6.2%	54.0%	100.0%
	Disagree or Strongly Disagree	Count	12	4	3	13	32
		% within Q4	37.5%	12.5%	9.4%	40.6%	100.0%
	Neutral	Count	9	5	7	22	43
		% within Q4	20.9%	11.6%	16.3%	51.2%	100.0%
Total		Count	60	15	17	96	188
		% within Q4	31.9%	8.0%	9.0%	51.1%	100.0%

B3.2 Chi-square Test

*Table B 10: Q4*Q14 Chi-square Test*

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.103[a]	6	0.168
Likelihood Ratio	8.925	6	0.178
Linear-by-Linear Association	0.235	1	0.628
N of Valid Cases	188		

B3.3 Cramer’s V

*Table B 11: Q4*Q14 Cramer's V*

Symmetric Measures					
		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Nominal by Nominal	Phi	0.220			0.168
	Cramer's V	0.156			0.168
Interval by Interval	Pearson's R	0.035	0.069	0.484	.629[c]
Ordinal by Ordinal	Spearman Correlation	0.007	0.071	0.093	.926[c]
N of Valid Cases		188			

B4 Question 2 and Question 3

B4.1 Contingency Table

*Table B 12: Q2*Q3 Cross-table*

Q2 * Q3 Crosstabulation			Q3				
			No	Only if the price and quality merit the purchase	Sometimes	Yes	Total
Q2	Agree or Strongly Agree	Count	0	20	12	26	58
		% within Q2	0.0%	34.5%	20.7%	44.8%	100.0%
	Disagree or Strongly Disagree	Count	11	40	12	6	69
		% within Q2	15.9%	58.0%	17.4%	8.7%	100.0%
	Neutral	Count	3	25	16	17	61
		% within Q2	4.9%	41.0%	26.2%	27.9%	100.0%
Total		Count	14	85	40	49	188
		% within Q2	7.4%	45.2%	21.3%	26.1%	100.0%

*Table B 13: Q3*Q2 Cross-table*

Q3 * Q2 Crosstabulation			Q2			
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	Total
Q3	No	Count	0	11	3	14
		% within Q3	0.0%	78.6%	21.4%	100.0%
	Only if the price and quality merit the purchase	Count	20	40	25	85
		% within Q3	23.5%	47.1%	29.4%	100.0%
	Sometimes	Count	12	12	16	40
		% within Q3	30.0%	30.0%	40.0%	100.0%
	Yes	Count	26	6	17	49
		% within Q3	53.1%	12.2%	34.7%	100.0%
Total		Count	58	69	61	188
		% within Q3	30.9%	36.7%	32.4%	100.0%

B4.2 Chi-square Test

*Table B 14: Q2*Q3 Chi-square Test*

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	32.831[a]	6	0.000
Likelihood Ratio	36.883	6	0.000
Linear-by-Linear Association	3.366	1	0.067
N of Valid Cases	188		

B4.3 Cramer's V

*Table B 15: Q2*Q3 Cramer's V*

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Nominal by Nominal	Phi	0.418			0.000
	Cramer's V	0.295			0.000
Interval by Interval	Pearson's R	-0.134	0.072	-1.847	.066[c]
Ordinal by Ordinal	Spearman Correlation	-0.125	0.075	-1.722	.087[c]
N of Valid Cases		188			

B5 Question 5 and Question 20/21/22 (Depending on the Track in Section 5)

B5.1 Contingency Table

*Table B 16: Q5*Q20/21/22 (Depending on the Track in Section 5) Cross-table*

Q5 * Q20/21/22 (Depending on the Track in Section 5) Crosstabulation									
			Q20/21/22 (Depending on the Track in Section 5)					Total
			It depends on other factors such as price and quality	Maybe	No	Other	Yes	
Q5	It depends on other factors such as price and quality	Count	52	3	3	1	35	94
		% within Q5	55.3%	3.2%	3.2%	1.1%	37.2%	100.0%
	Maybe	Count	9	5	1	1	8	24
		% within Q5	37.5%	20.8%	4.2%	4.2%	33.3%	100.0%
	No	Count	6	1	3	1	2	13
		% within Q5	46.2%	7.7%	23.1%	7.7%	15.4%	100.0%
	Other	Count	0	0	0	0	1	1
		% within Q5	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
	Yes	Count	3	13	1	1	38	56
		% within Q5	5.4%	23.2%	1.8%	1.8%	67.9%	100.0%
Total		Count	70	22	8	4	84	188
		% within Q5	37.2%	11.7%	4.3%	2.1%	44.7%	100.0%

B5.2 Chi-square Test

*Table B 17: Q5*Q20/21/22 (Depending on the Track in Section 5) Chi-square Test*

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	64.960[a]	16	0.000
Likelihood Ratio	67.659	16	0.000
Linear-by-Linear Association	20.614	1	0.000
N of Valid Cases	188		

B5.3 Cramer's V

*Table B 18: Q5*Q20/21/22 (Depending on the Track in Section 5) Cramer's V*

Symmetric Measures					
		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Nominal by Nominal	Phi	0.588			0.000
	Cramer's V	0.294			0.000
Interval by Interval	Pearson's R	0.332	0.064	4.800	.000[c]
Ordinal by Ordinal	Spearman Correlation	0.340	0.066	4.931	.000[c]
N of Valid Cases		188			

B6 Question 11 and Question 20/21/22 (Depending on the Track in Section 5)

B6.1 Contingency Table

*Table B 19: Q11*Q20/21/22 (Depending on the Track in Section 5) Cross-table*

Q11 * Q20/21/22 (Depending on the Track in Section 5) Crosstabulation									
			Q20/21/22 (Depending on the Track in Section 5)						
			It depends on other factors such as price and quality	Maybe	No	Other	Yes	Total
Q11	Agree or Strongly Agree	Count	45	11	4	1	73	134
		% within Q11	33.6%	8.2%	3.0%	0.7%	54.5%	100.0%
	Disagree or Strongly Disagree	Count	8	5	2	2	6	23
		% within Q11	34.8%	21.7%	8.7%	8.7%	26.1%	100.0%
	Neutral	Count	17	6	2	1	5	31
		% within Q11	54.8%	19.4%	6.5%	3.2%	16.1%	100.0%
Total		Count	70	22	8	4	84	188
		% within Q11	37.2%	11.7%	4.3%	2.1%	44.7%	100.0%

B6.2 Chi-square Test

*Table B 20: Q11*Q20/21/22 (Depending on the Track in Section 5) Chi-square Test*

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	26.306[a]	8	0.001
Likelihood Ratio	25.567	8	0.001
Linear-by-Linear Association	12.978	1	0.000
N of Valid Cases	188		

B6.3 Cramer’s V

*Table B 21: Q11*Q20/21/22 (Depending on the Track in Section 5) Cramer's V*

Symmetric Measures					
		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Nominal by Nominal	Phi	0.374			0.001
	Cramer's V	0.265			0.001
Interval by Interval	Pearson's R	-0.263	0.064	-3.724	.000[c]
Ordinal by Ordinal	Spearman Correlation	-0.249	0.067	-3.505	.001[c]
N of Valid Cases		188			

B7 Question 14 and Question 20/21/22 (Depending on the Track in Section 5)

B7.1 Contingency Table

*Table B 22: Q14*Q20/21/22 (Depending on the Track in Section 5) Cross-table*

Q14 * Q20/21/22 (Depending on the Track in Section 5) Crosstabulation									
			Q20/21/22 (Depending on the Track in Section 5)						
			It depends on other factors such as price and quality	Maybe	No	Other	Yes	Total
Q14	Both are equally genuine	Count	25	11	4	1	19	60
		% within Q14	41.7%	18.3%	6.7%	1.7%	31.7%	100.0%
	H&M's CSR initiative is more genuine	Count	7	2	0	2	4	15
		% within Q14	46.7%	13.3%	0.0%	13.3%	26.7%	100.0%
	Neither is genuine	Count	6	4	2	1	4	17
		% within Q14	35.3%	23.5%	11.8%	5.9%	23.5%	100.0%
	Tentree's CSR initiative seems more genuine	Count	32	5	2	0	57	96
		% within Q14	33.3%	5.2%	2.1%	0.0%	59.4%	100.0%
Total		Count	70	22	8	4	84	188
		% within Q14	37.2%	11.7%	4.3%	2.1%	44.7%	100.0%

B7.2 Chi-square Test

*Table B 23: Q14*Q20/21/22 (Depending on the Track in Section 5) Chi-square Test*

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.427[a]	12	0.000
Likelihood Ratio	32.712	12	0.001
Linear-by-Linear Association	8.011	1	0.005
N of Valid Cases	188		

B7.3 Cramer’s V

*Table B 24: Q14*Q20/21/22 (Depending on the Track in Section 5) Cramer's V*

Symmetric Measures					
		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Nominal by Nominal	Phi	0.434			0.000
	Cramer's V	0.251			0.000
Interval by Interval	Pearson's R	0.207	0.071	2.885	.004[c]
Ordinal by Ordinal	Spearman Correlation	0.200	0.072	2.785	.006[c]
N of Valid Cases		188			

B8 Question 11 and Question 23/24/25 (Depending on the Track in Section 5)

B8.1 Contingency Table

*Table B 25: Q11*Q23/24/25 (Depending on the Track in Section 5) Cross-table*

Q11 * Q20/21/22 (Depending on the Track in Section 5) Crosstabulation			Q20/21/22 (Depending on the Track in Section 5)					
			It depends on other factors such as price and quality	Maybe	No	Other	Yes	Total
Q11	Agree or Strongly Agree	Count	45	11	4	1	73	134
		% within Q11	33.6%	8.2%	3.0%	0.7%	54.5%	100.0%
	Disagree or Strongly Disagree	Count	8	5	2	2	6	23
		% within Q11	34.8%	21.7%	8.7%	8.7%	26.1%	100.0%
	Neutral	Count	17	6	2	1	5	31
		% within Q11	54.8%	19.4%	6.5%	3.2%	16.1%	100.0%
Total		Count	70	22	8	4	84	188
		% within Q11	37.2%	11.7%	4.3%	2.1%	44.7%	100.0%

B8.2 Chi-square Test

*Table B 26: Q11*Q23/24/25 (Depending on the Track in Section 5) Chi-square Test*

Chi-Square Tests	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	25.196[a]	8	0.001
Likelihood Ratio	24.044	8	0.002
Linear-by-Linear Association	0.647	1	0.421
N of Valid Cases	188		

B8.3 Cramer's V

*Table B 27: Q11*Q23/24/25 (Depending on the Track in Section 5) Cramer's V*

Symmetric Measures					
		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Nominal by Nominal	Phi	0.366			0.001
	Cramer's V	0.259			0.001
Interval by Interval	Pearson's R	-0.059	0.064	-0.803	.423[c]
Ordinal by Ordinal	Spearman Correlation	-0.129	0.068	-1.780	.077[c]
N of Valid Cases		188			

B9 Question 14 and Question 23/24/25 (Depending on the Track in Section 5)

B9.1 Contingency Table

*Table B 28: Q14*Q23/24/25 (Depending on the Track in Section 5) Cross-table*

Q14 * Q23/24/25 (Depending on the Track in Section 5) Crosstabulation									
			Q23/24/25 (Depending on the Track in Section 5)						
			Both	H&M	I don't know	Neither	Tentree	Total
Q14	Both are equally genuine	Count	10	6	10	11	23	60
		% within Q14	16.7%	10.0%	16.7%	18.3%	38.3%	100.0%
	H&M's CSR initiative is more genuine	Count	0	6	3	4	2	15
		% within Q14	0.0%	40.0%	20.0%	26.7%	13.3%	100.0%
	Neither is genuine	Count	0	3	3	6	5	17
		% within Q14	0.0%	17.6%	17.6%	35.3%	29.4%	100.0%
	Tentree's CSR initiative seems more genuine	Count	14	9	9	8	56	96
		% within Q14	14.6%	9.4%	9.4%	8.3%	58.3%	100.0%
Total		Count	24	24	25	29	86	188
		% within Q14	12.8%	12.8%	13.3%	15.4%	45.7%	100.0%

B9.2 Chi-square Test

*Table B 29: Q11*Q23/24/25 (Depending on the Track in Section 5) Chi-square Test*

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.197[a]	12	0.000
Likelihood Ratio	36.597	12	0.000
Linear-by-Linear Association	2.823	1	0.093
N of Valid Cases	188		

B9.3 Cramer's V

*Table B 30: Q11*Q23/24/25 (Depending on the Track in Section 5) Cramer's V*

Symmetric Measures					
		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Nominal by Nominal	Phi	0.433			0.000
	Cramer's V	0.250			0.000
Interval by Interval	Pearson's R	0.123	0.075	1.689	.093[c]
Ordinal by Ordinal	Spearman Correlation	0.156	0.074	2.152	.033[c]
N of Valid Cases		188			

Appendix C

Appendix C consists of the contingency tables (cross-tables) that were used for demographic-based analysis in Chapter 4.

Please note that the question numbers used in this section refer to those in the survey, which has been presented in Appendix A – for example, Q1 in Appendix C refers to Q1 as described in Appendix A.

C1 Gender-based Contingency Tables

C1.1 Question 1

Table C 1

Gender * Q1 Crosstabulation

			Q1: Based on need	Q1: Every second month	Q1: Four times in a year (once every season)	Q1: I buy most clothes second-hand	Q1: Once a year	Q1: Once every month	Q1: Once every week	Q1: Once in two weeks	Q1: Other	Q1: Twice a year	Total
Gender	Female	Count	2	27	30	2	3	24	4	1	0	10	103
		% within Gender	1.9%	26.2%	29.1%	1.9%	2.9%	23.3%	3.9%	1.0%	0.0%	9.7%	100.0%
	Male	Count	2	17	35	0	5	5	1	0	1	19	85
		% within Gender	2.4%	20.0%	41.2%	0.0%	5.9%	5.9%	1.2%	0.0%	1.2%	22.4%	100.0%
Total		Count	4	44	65	2	8	29	5	1	1	29	188
		% within Gender	2.1%	23.4%	34.6%	1.1%	4.3%	15.4%	2.7%	0.5%	0.5%	15.4%	100.0%

C1.2 Question 2

Table C 2

Gender * Q2 Crosstabulation

			Q2: Agree or Strongly Agree	Q2: Disagree or Strongly Disagree	Q2: Neutral	Total
Gender	Female	Count	37	33	33	103
		% within Gender	35.9%	32.0%	32.0%	100.0%
	Male	Count	21	36	28	85
		% within Gender	24.7%	42.4%	32.9%	100.0%
Total		Count	58	69	61	188
		% within Gender	30.9%	36.7%	32.4%	100.0%

C1.3 Question 3

Table C 3

Gender * Q3 Crosstabulation

			Q3: No	Q3: Only if the price and quality merit the purchase	Q3: Sometimes	Q3: Yes	Total
Gender	Female	Count	8	52	22	21	103
		% within Gender	7.8%	50.5%	21.4%	20.4%	100.0%
	Male	Count	6	33	18	28	85
		% within Gender	7.1%	38.8%	21.2%	32.9%	100.0%
Total		Count	14	85	40	49	188
		% within Gender	7.4%	45.2%	21.3%	26.1%	100.0%

C1.4 Question 4

Table C 4

			Q4			Total
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	
Gender	Female	Count	64	13	26	103
		% within Gender	62.1%	12.6%	25.2%	100.0%
	Male	Count	49	19	17	85
		% within Gender	57.6%	22.4%	20.0%	100.0%
Total		Count	113	32	43	188
		% within Gender	60.1%	17.0%	22.9%	100.0%

C1.5 Question 5

Table C 5

Gender * Q5 Crosstabulation								
			Q5					Total
			It depends on other factors such as price and quality	Maybe	No	Other	Yes	
Gender	Female	Count	60	12	6	0	25	103
		% within Gender	58.3%	11.7%	5.8%	0.0%	24.3%	100.0%
	Male	Count	34	12	7	1	31	85
		% within Gender	40.0%	14.1%	8.2%	1.2%	36.5%	100.0%
Total		Count	94	24	13	1	56	188
		% within Gender	50.0%	12.8%	6.9%	0.5%	29.8%	100.0%

C1.6 Question 6

Table C 6

Gender * Q6 Crosstabulation								
			Q6					Total
			I don't know	No, "greenwashing" has not destroyed the credibility of CSR activities by fashion brands	Yes, but not for companies that sell only environmentally sustainable products (for e.g. Pact, Rothy's, Tentree, etc)	Yes, but only for the companies which have been engaged in such scandals	Yes, it has impacted the credibility of the industry as a whole	
Gender	Female	Count	20	3	15	22	43	103
		% within Gender	19.4%	2.9%	14.6%	21.4%	41.7%	100.0%
	Male	Count	19	8	9	16	33	85
		% within Gender	22.4%	9.4%	10.6%	18.8%	38.8%	100.0%
Total		Count	39	11	24	38	76	188
		% within Gender	20.7%	5.9%	12.8%	20.2%	40.4%	100.0%

C1.7 Question 7

Table C 7

Gender * Q7 Crosstabulation						
			Q7			Total
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	
Gender	Female	Count	63	11	29	103
		% within Gender	61.2%	10.7%	28.2%	100.0%
	Male	Count	44	19	22	85
		% within Gender	51.8%	22.4%	25.9%	100.0%
Total		Count	107	30	51	188
		% within Gender	56.9%	16.0%	27.1%	100.0%

C1.8 Question 8

Table C 8

Gender * Q8 Crosstabulation							
			Q8				Total
			I don't know about H&M, nor about its CSR activities	I know about H&M, and all of its CSR activities	I know about H&M, and some of its CSR activities	I know about H&M, but don't know about its CSR activities	
Gender	Female	Count	2	2	69	30	103
		% within Gender	1.9%	1.9%	67.0%	29.1%	100.0%
	Male	Count	6	3	42	34	85
		% within Gender	7.1%	3.5%	49.4%	40.0%	100.0%
Total		Count	8	5	111	64	188
		% within Gender	4.3%	2.7%	59.0%	34.0%	100.0%

C1.9 Question 9

Table C 9

Gender * Q9 Crosstabulation							
			Q9				Total
			I don't know about Tentree, nor about its CSR activities	I know about Tentree, and all of its CSR activities	I know about Tentree, and some of its CSR activities	I know about Tentree, but don't know about its CSR activities	
Gender	Female	Count	89	0	10	4	103
		% within Gender	86.4%	0.0%	9.7%	3.9%	100.0%
	Male	Count	70	3	9	3	85
		% within Gender	82.4%	3.5%	10.6%	3.5%	100.0%
Total		Count	159	3	19	7	188
		% within Gender	84.6%	1.6%	10.1%	3.7%	100.0%

C1.10 Question 10

Table C 10

Gender * Q10 Crosstabulation			Q10				
			I don't have enough knowledge about one or both of the companies	Maybe	No	Yes	Total
Gender	Female	Count	93	2	0	8	103
		% within Gender	90.3%	1.9%	0.0%	7.8%	100.0%
	Male	Count	72	0	1	12	85
		% within Gender	84.7%	0.0%	1.2%	14.1%	100.0%
Total		Count	165	2	1	20	188
		% within Gender	87.8%	1.1%	0.5%	10.6%	100.0%

C1.11 Question 11

Table C 11

Gender * Q11 Crosstabulation			Q11			
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	Total
Gender	Female	Count	81	8	14	103
		% within Gender	78.6%	7.8%	13.6%	100.0%
	Male	Count	53	15	17	85
		% within Gender	62.4%	17.6%	20.0%	100.0%
Total		Count	134	23	31	188
		% within Gender	71.3%	12.2%	16.5%	100.0%

C1.12 Question 12

Table C 12

Gender * Q12 Crosstabulation			Q12							
			I do not agree with the statement in Question 11	It is highly likely that practically any company is more genuine regarding CSR than H&M	Other	Tentree became a certified B Corporation (B Corp) in 2016	Tentree focuses primarily on selling environmentally sustainable products only	Tentree have lower focus on profitability than on environmental sustainability	Tentree's CSR activities sound more convincing and genuine	Total
Gender	Female	Count	22	2	1	1	42	11	24	103
		% within Gender	21.4%	1.9%	1.0%	1.0%	40.8%	10.7%	23.3%	100.0%
	Male	Count	32	0	4	1	27	11	10	85
		% within Gender	37.6%	0.0%	4.7%	1.2%	31.8%	12.9%	11.8%	100.0%
Total		Count	54	2	5	2	69	22	34	188
		% within Gender	28.7%	1.1%	2.7%	1.1%	36.7%	11.7%	18.1%	100.0%

C1.13 Question 13

Table C 13

Gender * Q13 Crosstabulation									
			Q13						
			All companies primarily want to maximize profits	I agree with the statement in Question 11	I am equally skeptical towards CSR activities of all fashion brands	I believe that H&M's CSR activities are more genuine that Tentree's	It is difficult to distinguish between genuine CSR and greenwashing	Other	Total
Gender	Female	Count	4	81	5	1	8	4	103
		% within Gender	3.9%	78.6%	4.9%	1.0%	7.8%	3.9%	100.0%
	Male	Count	8	53	14	2	6	2	85
		% within Gender	9.4%	62.4%	16.5%	2.4%	7.1%	2.4%	100.0%
Total		Count	12	134	19	3	14	6	188
		% within Gender	6.4%	71.3%	10.1%	1.6%	7.4%	3.2%	100.0%

C1.14 Question 14

Table C 14

Gender * Q14 Crosstabulation							
			Q14				
			Both are equally genuine	H&M's CSR initiative is more genuine	Neither is genuine	Tentree's CSR initiative seems more genuine	Total
Gender	Female	Count	36	6	5	56	103
		% within Gender	35.0%	5.8%	4.9%	54.4%	100.0%
	Male	Count	24	9	12	40	85
		% within Gender	28.2%	10.6%	14.1%	47.1%	100.0%
Total		Count	60	15	17	96	188
		% within Gender	31.9%	8.0%	9.0%	51.1%	100.0%

C1.15 Track 1: Question 15

Table C 15

Gender * Q15 (Track 1) Crosstabulation								
			Q15 (Track 1)					
			H&M is more likely to engage in greenwashing	I prefer the type of Tentree's CSR activity	I trust Tentree more than H&M as a company	Other	Tentree's initiative will have a greater impact on the environment	Total
Gender	Female	Count	17	10	9	4	16	56
		% within Gender	30.4%	17.9%	16.1%	7.1%	28.6%	100.0%
	Male	Count	13	6	13	3	5	40
		% within Gender	32.5%	15.0%	32.5%	7.5%	12.5%	100.0%
Total		Count	30	16	22	7	21	96
		% within Gender	31.3%	16.7%	22.9%	7.3%	21.9%	100.0%

C1.16 Track 1: Question 16

Table C 16

Gender * Q16 (Track 1) Crosstabulation						
			Q16 (Track 1)			Total
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	
Gender	Female	Count	36	3	17	56
		% within Gender	64.3%	5.4%	30.4%	100.0%
	Male	Count	27	4	9	40
		% within Gender	67.5%	10.0%	22.5%	100.0%
Total		Count	63	7	26	96
		% within Gender	65.6%	7.3%	27.1%	100.0%

C1.17 Track 1: Question 17

Table C 17

Gender * Q17 (Track 1) Crosstabulation												
			Q17 (Track 1)									Total
			I don't shop from H&M	I have stopped shopping from H&M since I became aware of such activities	I never stopped shopping from H&M because fashion is more important to me than the CSR scandals	I never stopped shopping from H&M because they have cheaper, fashionable clothes and I have economic constraints	I only boycotted H&M for a little while but now I have started shopping again because fashion is more important to me th	I only boycotted H&M for a little while but now I have started shopping again because I believe H&M has learned from its	I only boycotted H&M for a little while but now I have started shopping again because they have cheaper, fashionable clo	I was never aware of this, so it didn't alter my purchasing behaviour	Other	
Gender	Female	Count	6	6	1	10	2	2	9	17	3	56
		% within Gender	10.7%	10.7%	1.8%	17.9%	3.6%	3.6%	16.1%	30.4%	5.4%	100.0%
	Male	Count	9	8	0	11	0	0	1	11	0	40
		% within Gender	22.5%	20.0%	0.0%	27.5%	0.0%	0.0%	2.5%	27.5%	0.0%	100.0%
Total		Count	15	14	1	21	2	2	10	28	3	96
		% within Gender	15.6%	14.6%	1.0%	21.9%	2.1%	2.1%	10.4%	29.2%	3.1%	100.0%

C1.18 Track 1: Question 18

Table C 18

Gender * Q18 (Track 1) Crosstabulation						
			Q18 (Track 1)			Total
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	
Gender	Female	Count	42	3	11	56
		% within Gender	75.0%	5.4%	19.6%	100.0%
	Male	Count	34	3	3	40
		% within Gender	85.0%	7.5%	7.5%	100.0%
Total		Count	76	6	14	96
		% within Gender	79.2%	6.3%	14.6%	100.0%

C1.19 Track 1: Question 19

Table C 19

Gender * Q19 (Track 1) Crosstabulation			Q19 (Track 1)					
			I don't know	I will stop shopping for a while but will shop again if Tentree apologizes publicly and remedies its mistakes	I will stop shopping from Tentree and will never shop again because they have violated the fundamental basis of their brand	It will not affect my purchasing behaviour because I already believe that Tentree is engaged in greenwashing	Other	Total
Gender	Female	Count	9	16	26	2	3	56
		% within Gender	16.1%	28.6%	46.4%	3.6%	5.4%	100.0%
	Male	Count	5	12	21	2	0	40
		% within Gender	12.5%	30.0%	52.5%	5.0%	0.0%	100.0%
Total		Count	14	28	47	4	3	96
		% within Gender	14.6%	29.2%	49.0%	4.2%	3.1%	100.0%

C1.20 Track 2: Question 15

Table C 20

Gender * Q15 (Track 2) Crosstabulation			Q15 (Track 2)				
			H&M's initiative will have a greater impact on the environment	I prefer the type of H&M's CSR activity	Other	Tentree is more likely to engage in greenwashing	Total
Gender	Female	Count	1	4	1	0	6
		% within Gender	16.7%	66.7%	16.7%	0.0%	100.0%
	Male	Count	6	2	0	1	9
		% within Gender	66.7%	22.2%	0.0%	11.1%	100.0%
Total		Count	7	6	1	1	15
		% within Gender	46.7%	40.0%	6.7%	6.7%	100.0%

C1.21 Track 2: Question 16

Table C 21

Gender * Q16 (Track 2) Crosstabulation			Q16 (Track 2)			
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	Total
Gender	Female	Count	5	1	0	6
		% within Gender	83.3%	16.7%	0.0%	100.0%
	Male	Count	4	1	4	9
		% within Gender	44.4%	11.1%	44.4%	100.0%
Total		Count	9	2	4	15
		% within Gender	60.0%	13.3%	26.7%	100.0%

C1.22 Track 2: Question 17

Table C 22

Gender * Q17 (Track 2) Crosstabulation			Q17 (Track 2)		
			No, I still believe H&M has the better CSR activity	Yes, I now believe Tentree's initiative is more genuine	Total
Gender	Female	Count	2	4	6
		% within Gender	33.3%	66.7%	100.0%
	Male	Count	7	2	9
		% within Gender	77.8%	22.2%	100.0%
Total		Count	9	6	15
		% within Gender	60.0%	40.0%	100.0%

C1.23 Track 2: Question 18

Table C 23

			Q18 (Track 2)							
			I don't shop from H&M	I have stopped shopping from H&M since I became aware of such activities	I never stopped shopping from H&M because fashion is more important to me than the CSR scandals	I never stopped shopping from H&M because they have cheaper, fashionable clothes and I have economic constraints	I only boycotted H&M for a little while but now I have started shopping again because I believe H&M has learned from its	I was never aware of this, so it didn't alter my purchasing behaviour	Other	Total
Gender	Female	Count	1	1	0	1	1	2	0	6
		% within Gender	16.7%	16.7%	0.0%	16.7%	16.7%	33.3%	0.0%	100.0%
	Male	Count	1	0	1	1	1	3	2	9
		% within Gender	11.1%	0.0%	11.1%	11.1%	11.1%	33.3%	22.2%	100.0%
Total		Count	2	1	1	2	2	5	2	15
		% within Gender	13.3%	6.7%	6.7%	13.3%	13.3%	33.3%	13.3%	100.0%

C1.24 Track 2: Question 19

Table C 24

Gender * Q19 (Track 2) Crosstabulation

			Q19 (Track 2)			
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	Total
Gender	Female	Count	4	1	1	6
		% within Gender	66.7%	16.7%	16.7%	100.0%
	Male	Count	4	3	2	9
		% within Gender	44.4%	33.3%	22.2%	100.0%
Total		Count	8	4	3	15
		% within Gender	53.3%	26.7%	20.0%	100.0%

C1.25 Track 2: Question 20

Table C 25

Gender * Q20 (Track 2) Crosstabulation			Q20 (Track 2): I don't know	I will stop shopping for a while but will shop again if Tentree apologizes publicly and remedies its mistakes	I will stop shopping from Tentree and will never shop again because they have violated the fundamental basis of their brand	It will not affect my purchasing behaviour because I already believe that Tentree is engaged in greenwashing	Other	Total
Gender	Female	Count	1	0	3	0	2	6
		% within Gender	16.7%	0.0%	50.0%	0.0%	33.3%	100.0%
	Male	Count	2	2	1	3	1	9
		% within Gender	22.2%	22.2%	11.1%	33.3%	11.1%	100.0%
Total		Count	3	2	4	3	3	15
		% within Gender	20.0%	13.3%	26.7%	20.0%	20.0%	100.0%

C1.26 Track 3: Question 15

Table C 26

Gender * Q15 (Track 3) Crosstabulation			Q15 (Track 3): Both companies are trustworthy	Both companies' CSR activities have their pros and cons	I believe both companies are morally responsible, so their CSR is equally genuine	I believe that both initiatives are equally good	Other	Total
Gender	Female	Count	1	2	13	19	1	36
		% within Gender	2.8%	5.6%	36.1%	52.8%	2.8%	100.0%
	Male	Count	1	0	7	13	3	24
		% within Gender	4.2%	0.0%	29.2%	54.2%	12.5%	100.0%
Total		Count	2	2	20	32	4	60
		% within Gender	3.3%	3.3%	33.3%	53.3%	6.7%	100.0%

C1.27 Track 3: Question 16

Table C 27

Gender * Q16 (Track 3) Crosstabulation						
			Q16 (Track 3)			
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	Total
Gender	Female	Count	27	2	7	36
		% within Gender	75.0%	5.6%	19.4%	100.0%
	Male	Count	16	3	5	24
		% within Gender	66.7%	12.5%	20.8%	100.0%
Total		Count	43	5	12	60
		% within Gender	71.7%	8.3%	20.0%	100.0%

C1.28 Track 3: Question 17

Table C 28

Gender * Q17 (Track 3) Crosstabulation					
			Q17 (Track 3)		
			No, I still believe both are equally genuine	Yes, I now believe Tentree's initiative is more genuine	Total
Gender	Female	Count	10	26	36
		% within Gender	27.8%	72.2%	100.0%
	Male	Count	8	16	24
		% within Gender	33.3%	66.7%	100.0%
Total		Count	18	42	60
		% within Gender	30.0%	70.0%	100.0%

C1.29 Track 3: Question 18

Table C 29

Gender * Q18 (Track 3) Crosstabulation																				
			Q18 (Track 3)																	
			"Recycling" is a question of definition. Even making a carpet or stuffing madrasses is recycling, not just making new cl	Because both have a hidden agenda. Alla companies that "fight" for the enviorment are equaly as not genuine.	Because there are articles about companies planting trees that actually aren't helping the environment. In many places p	Because they are both equally likely to want to exploit consumers, although	Cant claim one is worse than the other as I hardly know anything about them.	Human nature is the prime mover	I actually would have picked "neither" or "not enough information", I would like to do my own research to be sure of the	I don't believe in using "moral" as a Selling Point. It has never shown to be sustainable.	I don't care at all	it is not about genuine or not. its about how info could be disclosed.	It seems obvious that Tentree is more transparent and reliable, however, it should neither be discredited that H&M does	Not sure	Remember, H&M has stated that their older clothes will either by recycled, reused or re-worn. Sure, I can agree that the	Sort of described it on another question, one have a business idea based on sustainability and the other is changing tow	The two companies are doing different things for the environment. Both activities are important. Planting trees AND gath	Uncertain about information	Total
Gender	Female	Count	1	0	1	1	0	0	1	0	3	0	1	0	0	1	1	0	10
		% within Gender	10.0%	0.0%	10.0%	10.0%	0.0%	0.0%	10.0%	0.0%	30.0%	0.0%	10.0%	0.0%	0.0%	10.0%	10.0%	0.0%	100.0%
	Male	Count	0	1	0	0	1	1	0	1	0	1	0	1	1	0	0	1	8
		% within Gender	0.0%	12.5%	0.0%	0.0%	12.5%	12.5%	0.0%	12.5%	0.0%	12.5%	0.0%	12.5%	12.5%	0.0%	0.0%	12.5%	100.0%
Total		Count	1	1	1	1	1	1	1	1	3	1	1	1	1	1	1	1	18
		% within Gender	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%	16.7%	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%	100.0%

C1.30 Track 3: Question 19

Table C 30

Gender * Q19 (Track 3) Crosstabulation											
			Q19 (Track 3)								
			I don't shop from H&M	I have stopped shopping from H&M since I became aware of such activities	I never stopped shopping from H&M because they have cheaper, fashionable clothes and I have economic constraints	I only boycotted H&M for a little while but now I have started shopping again because I believe H&M has learned from its	I only boycotted H&M for a little while but now I have started shopping again because they have cheaper, fashionable clo	I was never aware of this, so it didn't alter my purchasing behaviour	Other	Total
Gender	Female	Count	2	2	13	2	4	10	3	36
		% within Gender	5.6%	5.6%	36.1%	5.6%	11.1%	27.8%	8.3%	100.0%
	Male	Count	4	1	5	0	1	12	1	24
		% within Gender	16.7%	4.2%	20.8%	0.0%	4.2%	50.0%	4.2%	100.0%
Total		Count	6	3	18	2	5	22	4	60
		% within Gender	10.0%	5.0%	30.0%	3.3%	8.3%	36.7%	6.7%	100.0%

C1.31 Track 3: Question 20

Table C 31

Gender * Q20 (Track 3) Crosstabulation						
			Q20 (Track 3)			
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	Total
Gender	Female	Count	26	3	7	36
		% within Gender	72.2%	8.3%	19.4%	100.0%
	Male	Count	7	3	14	24
		% within Gender	29.2%	12.5%	58.3%	100.0%
Total		Count	33	6	21	60
		% within Gender	55.0%	10.0%	35.0%	100.0%

C1.32 Track 3: Question 21

Table C 32

Gender * Q21 (Track 3) Crosstabulation										
			Q21 (Track 3)							
			I don't know	I will stop shopping for a while but will shop again if Tentree apologizes publicly and remedies its mistakes	I will stop shopping from Tentree and will never shop again because they have violated the fundamental basis of their brand	It does not impact my purchasing behaviour	It does not impact my purchasing behaviour because I don't shop there, nor have any plans to in the future.	It will not affect my purchasing behaviour because I already believe that Tentree is engaged in greenwashing	Other	Total
Gender	Female	Count	1	13	8	0	5	5	4	36
		% within Gender	2.8%	36.1%	22.2%	0.0%	13.9%	13.9%	11.1%	100.0%
	Male	Count	2	6	6	2	6	1	1	24
		% within Gender	8.3%	25.0%	25.0%	8.3%	25.0%	4.2%	4.2%	100.0%
Total		Count	3	19	14	2	11	6	5	60
		% within Gender	5.0%	31.7%	23.3%	3.3%	18.3%	10.0%	8.3%	100.0%

C1.33 Track 4: Question 15

Table C 33

Gender * Q15 (Track 4) Crosstabulation			Q15 (Track 4)			
			I am equally skeptical towards CSR initiatives by all companies	I believe that companies in the fashion industry just engage in greenwashing	Other	Total
Gender	Female	Count	3	1	1	5
		% within Gender	60.0%	20.0%	20.0%	100.0%
	Male	Count	6	0	6	12
		% within Gender	50.0%	0.0%	50.0%	100.0%
Total		Count	9	1	7	17
		% within Gender	52.9%	5.9%	41.2%	100.0%

C1.34 Track 4: Question 16

Table C 34

Gender * Q16 (Track 4) Crosstabulation			Q16 (Track 4)			
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	Total
Gender	Female	Count	2	0	3	5
		% within Gender	40.0%	0.0%	60.0%	100.0%
	Male	Count	7	2	3	12
		% within Gender	58.3%	16.7%	25.0%	100.0%
Total		Count	9	2	6	17
		% within Gender	52.9%	11.8%	35.3%	100.0%

C1.35 Track 4: Question 17

Table C 35

Gender * Q17 (Track 4) Crosstabulation			Q17 (Track 4): No, I still believe that neither companies' CSR initiative is genuine	Q17 (Track 4): Yes, I now believe Tentree's initiative is more genuine	Total
Gender	Female	Count	5	0	5
		% within Gender	100.0%	0.0%	100.0%
	Male	Count	10	2	12
		% within Gender	83.3%	16.7%	100.0%
Total		Count	15	2	17
		% within Gender	88.2%	11.8%	100.0%

C1.36 Track 4: Question 18

Table C 36

Gender * Q18 (Track 4) Crosstabulation			Q18 (Track 4): I don't shop from H&M	I have stopped shopping from H&M since I became aware of such activities	I never stopped shopping from H&M because fashion is more important to me than the CSR scandals	I never stopped shopping from H&M because they have cheaper, fashionable clothes and I have economic constraints	I was never aware of this, so it didn't alter my purchasing behaviour	Other	Total
Gender	Female	Count	0	1	0	2	2	0	5
		% within Gender	0.0%	20.0%	0.0%	40.0%	40.0%	0.0%	100.0%
	Male	Count	2	1	1	2	5	1	12
		% within Gender	16.7%	8.3%	8.3%	16.7%	41.7%	8.3%	100.0%
Total		Count	2	2	1	4	7	1	17
		% within Gender	11.8%	11.8%	5.9%	23.5%	41.2%	5.9%	100.0%

C1.37 Track 4: Question 19

Table C 37

Gender * Q19 (Track 4) Crosstabulation						
			Q19 (Track 4)			Total
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	
Gender	Female	Count	0	3	2	5
		% within Gender	0.0%	60.0%	40.0%	100.0%
	Male	Count	3	1	8	12
		% within Gender	25.0%	8.3%	66.7%	100.0%
Total		Count	3	4	10	17
		% within Gender	17.6%	23.5%	58.8%	100.0%

C1.38 Track 4: Question 20

Table C 38

Gender * Q20 (Track 4) Crosstabulation								
			Q20 (Track 4)					Total
			I will stop shopping for a while but will shop again if Tentree apologizes publicly and remedies its mistakes	I will stop shopping from Tentree and will never shop again because they have violated the fundamental basis of their brand	It will not affect my purchasing behavior as I don't care about greenwashing	It will not affect my purchasing behaviour because I already believe that Tentree is engaged in greenwashing	Other	
Gender	Female	Count	0	1	1	1	2	5
		% within Gender	0.0%	20.0%	20.0%	20.0%	40.0%	100.0%
	Male	Count	2	5	3	1	1	12
		% within Gender	16.7%	41.7%	25.0%	8.3%	8.3%	100.0%
Total		Count	2	6	4	2	3	17
		% within Gender	11.8%	35.3%	23.5%	11.8%	17.6%	100.0%

C1.39 Question 20/21/22 (Depending on the Track in Section 5)

Table C 39

Gender * Q20/21/22 (Depending on the Track in Section 5) Crosstabulation								
			Q20/21/22 (Depending on the Track in Section 5)					Total
			It depends on other factors such as price and quality	Maybe	No	Other	Yes	
Gender	Female	Count	44	12	3	3	41	103
		% within Gender	42.7%	11.7%	2.9%	2.9%	39.8%	100.0%
	Male	Count	26	10	5	1	43	85
		% within Gender	30.6%	11.8%	5.9%	1.2%	50.6%	100.0%
Total		Count	70	22	8	4	84	188
		% within Gender	37.2%	11.7%	4.3%	2.1%	44.7%	100.0%

C1.40 Question 21/22/23 (Depending on the Track in Section 5)

Table C 40

Gender * Q21/22/23 (Depending on the Track in Section 5) Crosstabulation			Q21/22/23 (Depending on the Track in Section 5)						
			I chose another option	Other	Tentree has better environmental sustainability CSR initiatives	Tentree has not had any greenwashing scandal	Tentree is more transparent and truthful with its CSR activities	Tentree sells environmentally sustainable clothes only, so they know what they're doing	Total
Gender	Female	Count	62	1	13	2	13	12	103
		% within Gender	60.2%	1.0%	12.6%	1.9%	12.6%	11.7%	100.0%
	Male	Count	42	5	9	9	11	9	85
		% within Gender	49.4%	5.9%	10.6%	10.6%	12.9%	10.6%	100.0%
Total		Count	104	6	22	11	24	21	188
		% within Gender	55.3%	3.2%	11.7%	5.9%	12.8%	11.2%	100.0%

C1.41 Question 22/23/24 (Depending on the Track in Section 5)

Table C 41

Gender * Q22/23/24 (Depending on the Track in Section 5) Crosstabulation			Q22/23/24 (Depending on the Track in Section 5)				
			H&M is one of the world's largest clothing retailer and is subject to more stringent CSR policies	I chose another option	I prefer "H&M Conscious" because H&M produces more fashionable and trendy clothes than Tentree	Other	Total
Gender	Female	Count	1	100	0	2	103
		% within Gender	1.0%	97.1%	0.0%	1.9%	100.0%
	Male	Count	3	80	1	1	85
		% within Gender	3.5%	94.1%	1.2%	1.2%	100.0%
Total		Count	4	180	1	3	188
		% within Gender	2.1%	95.7%	0.5%	1.6%	100.0%

C1.42 Question 23/24/25 (Depending on the Track in Section 5)

Table C 42

Gender * Q23/24/25 (Depending on the Track in Section 5) Crosstabulation			Q23/24/25 (Depending on the Track in Section 5)					
			Both	H&M	I don't know	Neither	Tentree	Total
Gender	Female	Count	15	8	17	14	49	103
		% within Gender	14.6%	7.8%	16.5%	13.6%	47.6%	100.0%
	Male	Count	9	16	8	15	37	85
		% within Gender	10.6%	18.8%	9.4%	17.6%	43.5%	100.0%
Total		Count	24	24	25	29	86	188
		% within Gender	12.8%	12.8%	13.3%	15.4%	45.7%	100.0%

C2 Age Group-based Contingency Tables

C2.1 Question 1

Table C 43

Age (Generation-wise) * Q1 Crosstabulation			Q1										
			Based on need	Every second month	Four times in a year (once every season)	I buy most clothes second-hand	Once a year	Once every month	Once every week	Once in two weeks	Other	Twice a year	Total
Age (Generation-wise)	Generation Z	Count	3	36	41	1	5	24	3	1	0	18	132
		% within Age (Generation-wise)	2.3%	27.3%	31.1%	0.8%	3.8%	18.2%	2.3%	0.8%	0.0%	13.6%	100.0%
	Generation Y	Count	1	5	20	1	3	3	2	0	1	7	43
		% within Age (Generation-wise)	2.3%	11.6%	46.5%	2.3%	7.0%	7.0%	4.7%	0.0%	2.3%	16.3%	100.0%
	Generaton X and Older	Count	0	3	4	0	0	2	0	0	0	4	13
		% within Age (Generation-wise)	0.0%	23.1%	30.8%	0.0%	0.0%	15.4%	0.0%	0.0%	0.0%	30.8%	100.0%
Total		Count	4	44	65	2	8	29	5	1	1	29	188
		% within Age (Generation-wise)	2.1%	23.4%	34.6%	1.1%	4.3%	15.4%	2.7%	0.5%	0.5%	15.4%	100.0%

C2.2 Question 2

Table C 44

Age (Generation-wise) * Q2 Crosstabulation			Q2			
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	Total
Age (Generation-wise)	Generation Z	Count	42	52	38	132
		% within Age (Generation-wise)	31.8%	39.4%	28.8%	100.0%
	Generation Y	Count	15	14	14	43
		% within Age (Generation-wise)	34.9%	32.6%	32.6%	100.0%
	Generaton X and Older	Count	1	3	9	13
		% within Age (Generation-wise)	7.7%	23.1%	69.2%	100.0%
Total		Count	58	69	61	188
		% within Age (Generation-wise)	30.9%	36.7%	32.4%	100.0%

C2.3 Question 3

Table C 45

Age (Generation-wise) * Q3 Crosstabulation							
			Q3				
			No	Only if the price and quality merit the purchase	Sometimes	Yes	Total
Age (Generation-wise)	Generation Z	Count	8	67	24	33	132
		% within Age (Generation-wise)	6.1%	50.8%	18.2%	25.0%	100.0%
	Generation Y	Count	4	16	11	12	43
		% within Age (Generation-wise)	9.3%	37.2%	25.6%	27.9%	100.0%
	Generaton X and Older	Count	2	2	5	4	13
		% within Age (Generation-wise)	15.4%	15.4%	38.5%	30.8%	100.0%
Total		Count	14	85	40	49	188
		% within Age (Generation-wise)	7.4%	45.2%	21.3%	26.1%	100.0%

C2.4 Question 4

Table C 46

Age (Generation-wise) * Q4 Crosstabulation						
			Q4			
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	Total
Age (Generation-wise)	Generation Z	Count	85	22	25	132
		% within Age (Generation-wise)	64.4%	16.7%	18.9%	100.0%
	Generation Y	Count	22	8	13	43
		% within Age (Generation-wise)	51.2%	18.6%	30.2%	100.0%
	Generaton X and Older	Count	6	2	5	13
		% within Age (Generation-wise)	46.2%	15.4%	38.5%	100.0%
Total		Count	113	32	43	188
		% within Age (Generation-wise)	60.1%	17.0%	22.9%	100.0%

C2.5 Question 5

Table C 47

Age (Generation-wise) * Q5 Crosstabulation								
			Q5					
			It depends on other factors such as price and quality	Maybe	No	Other	Yes	Total
Age (Generation-wise)	Generation Z	Count	72	10	11	1	38	132
		% within Age (Generation-wise)	54.5%	7.6%	8.3%	0.8%	28.8%	100.0%
	Generation Y	Count	20	9	2	0	12	43
		% within Age (Generation-wise)	46.5%	20.9%	4.7%	0.0%	27.9%	100.0%
	Generaton X and Older	Count	2	5	0	0	6	13
		% within Age (Generation-wise)	15.4%	38.5%	0.0%	0.0%	46.2%	100.0%
Total		Count	94	24	13	1	56	188
		% within Age (Generation-wise)	50.0%	12.8%	6.9%	0.5%	29.8%	100.0%

C2.6 Question 6

Table C 48

Age (Generation-wise) * Q6 Crosstabulation								
			Q6					
			I don't know	No, "greenwashing" has not destroyed the credibility of CSR activities by fashion brands	Yes, but not for companies that sell only environmentally sustainable products (for e.g. Pact, Rothy's, Tentree, etc)	Yes, but only for the companies which have been engaged in such scandals	Yes, it has impacted the credibility of the industry as a whole	Total
Age (Generation-wise)	Generation Z	Count	28	6	17	30	51	132
		% within Age (Generation-wise)	21.2%	4.5%	12.9%	22.7%	38.6%	100.0%
	Generation Y	Count	7	4	5	8	19	43
		% within Age (Generation-wise)	16.3%	9.3%	11.6%	18.6%	44.2%	100.0%
	Generaton X and Older	Count	4	1	2	0	6	13
		% within Age (Generation-wise)	30.8%	7.7%	15.4%	0.0%	46.2%	100.0%
Total		Count	39	11	24	38	76	188
		% within Age (Generation-wise)	20.7%	5.9%	12.8%	20.2%	40.4%	100.0%

C2.7 Question 7

Table C 49

Age (Generation-wise) * Q7 Crosstabulation						
			Q7			Total
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	
Age (Generation-wise)	Generation Z	Count	81	17	34	132
		% within Age (Generation-wise)	61.4%	12.9%	25.8%	100.0%
	Generation Y	Count	22	8	13	43
		% within Age (Generation-wise)	51.2%	18.6%	30.2%	100.0%
	Generaton X and Older	Count	4	5	4	13
		% within Age (Generation-wise)	30.8%	38.5%	30.8%	100.0%
Total		Count	107	30	51	188
		% within Age (Generation-wise)	56.9%	16.0%	27.1%	100.0%

C2.8 Question 8

Table C 50

Age (Generation-wise) * Q8 Crosstabulation							
			Q8				Total
			I don't know about H&M, nor about its CSR activities	I know about H&M, and all of its CSR activities	I know about H&M, and some of its CSR activities	I know about H&M, but don't know about its CSR activities	
Age (Generation-wise)	Generation Z	Count	5	4	81	42	132
		% within Age (Generation-wise)	3.8%	3.0%	61.4%	31.8%	100.0%
	Generation Y	Count	3	1	19	20	43
		% within Age (Generation-wise)	7.0%	2.3%	44.2%	46.5%	100.0%
	Generaton X and Older	Count	0	0	11	2	13
		% within Age (Generation-wise)	0.0%	0.0%	84.6%	15.4%	100.0%
Total		Count	8	5	111	64	188
		% within Age (Generation-wise)	4.3%	2.7%	59.0%	34.0%	100.0%

C2.9 Question 9

Table C 51

Age (Generation-wise) * Q9 Crosstabulation			Q9: I don't know about Tentree, nor about its CSR activities	I know about Tentree, and all of its CSR activities	I know about Tentree, and some of its CSR activities	I know about Tentree, but don't know about its CSR activities	Total
Age (Generation-wise)	Generation Z	Count	109	3	15	5	132
		% within Age (Generation-wise)	82.6%	2.3%	11.4%	3.8%	100.0%
	Generation Y	Count	39	0	2	2	43
		% within Age (Generation-wise)	90.7%	0.0%	4.7%	4.7%	100.0%
	Generaton X and Older	Count	11	0	2	0	13
		% within Age (Generation-wise)	84.6%	0.0%	15.4%	0.0%	100.0%
Total		Count	159	3	19	7	188
		% within Age (Generation-wise)	84.6%	1.6%	10.1%	3.7%	100.0%

C2.10 Question 10

Table C 52

Age (Generation-wise) * Q10 Crosstabulation			Q10: I don't have enough knowledge about one or both of the companies	Maybe	No	Yes	Total
Age (Generation-wise)	Generation Z	Count	113	2	1	16	132
		% within Age (Generation-wise)	85.6%	1.5%	0.8%	12.1%	100.0%
	Generation Y	Count	41	0	0	2	43
		% within Age (Generation-wise)	95.3%	0.0%	0.0%	4.7%	100.0%
	Generaton X and Older	Count	11	0	0	2	13
		% within Age (Generation-wise)	84.6%	0.0%	0.0%	15.4%	100.0%
Total		Count	165	2	1	20	188
		% within Age (Generation-wise)	87.8%	1.1%	0.5%	10.6%	100.0%

C2.11 Question 11

Table C 53

Age (Generation-wise) * Q11 Crosstabulation						
			Q11			
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	Total
Age (Generation-wise)	Generation Z	Count	100	14	18	132
		% within Age (Generation-wise)	75.8%	10.6%	13.6%	100.0%
	Generation Y	Count	28	6	9	43
		% within Age (Generation-wise)	65.1%	14.0%	20.9%	100.0%
	Generaton X and Older	Count	6	3	4	13
		% within Age (Generation-wise)	46.2%	23.1%	30.8%	100.0%
Total		Count	134	23	31	188
		% within Age (Generation-wise)	71.3%	12.2%	16.5%	100.0%

C2.12 Question 12

Table C 54

Age (Generation-wise) * Q12 Crosstabulation										
			Q12							
			I do not agree with the statement in Question 11	It is highly likely that practically any company is more genuine regarding CSR than H&M	Other	Tentree became a certified B Corporation (B Corp) in 2016	Tentree focuses primarily on selling environmentally sustainable products only	Tentree have lower focus on profitability than on environmental sustainability	Tentree's CSR activities sound more convincing and genuine	Total
Age (Generation-wise)	Generation Z	Count	32	2	3	1	53	19	22	132
		% within Age (Generation-wise)	24.2%	1.5%	2.3%	0.8%	40.2%	14.4%	16.7%	100.0%
	Generation Y	Count	15	0	2	1	11	3	11	43
		% within Age (Generation-wise)	34.9%	0.0%	4.7%	2.3%	25.6%	7.0%	25.6%	100.0%
	Generaton X and Older	Count	7	0	0	0	5	0	1	13
		% within Age (Generation-wise)	53.8%	0.0%	0.0%	0.0%	38.5%	0.0%	7.7%	100.0%
Total		Count	54	2	5	2	69	22	34	188
		% within Age (Generation-wise)	28.7%	1.1%	2.7%	1.1%	36.7%	11.7%	18.1%	100.0%

C2.13 Question 13

Table C 55

Age (Generation-wise) * Q13 Crosstabulation									
			Q13						
			All companies primarily want to maximize profits	I agree with the statement in Question 11	I am equally skeptical towards CSR activities of all fashion brands	I believe that H&M's CSR activities are more genuine that Tentree's	It is difficult to distinguish between genuine CSR and greenwashing	Other	Total
Age (Generation-wise)	Generation Z	Count	7	100	13	1	7	4	132
		% within Age (Generation-wise)	5.3%	75.8%	9.8%	0.8%	5.3%	3.0%	100.0%
	Generation Y	Count	3	28	4	1	5	2	43
		% within Age (Generation-wise)	7.0%	65.1%	9.3%	2.3%	11.6%	4.7%	100.0%
	Generaton X and Older	Count	2	6	2	1	2	0	13
		% within Age (Generation-wise)	15.4%	46.2%	15.4%	7.7%	15.4%	0.0%	100.0%
Total		Count	12	134	19	3	14	6	188
		% within Age (Generation-wise)	6.4%	71.3%	10.1%	1.6%	7.4%	3.2%	100.0%

C2.14 Question 14

Table C 56

Age (Generation-wise) * Q14 Crosstabulation							
			Q14				
			Both are equally genuine	H&M's CSR initiative is more genuine	Neither is genuine	Tentree's CSR initiative seems more genuine	Total
Age (Generation-wise)	Generation Z	Count	44	6	8	74	132
		% within Age (Generation-wise)	33.3%	4.5%	6.1%	56.1%	100.0%
	Generation Y	Count	12	5	8	18	43
		% within Age (Generation-wise)	27.9%	11.6%	18.6%	41.9%	100.0%
	Generaton X and Older	Count	4	4	1	4	13
		% within Age (Generation-wise)	30.8%	30.8%	7.7%	30.8%	100.0%
Total		Count	60	15	17	96	188
		% within Age (Generation-wise)	31.9%	8.0%	9.0%	51.1%	100.0%

C2.15 Track 1: Question 15

Table C 57

Age (Generation-wise) * Q15 (Track 1) Crosstabulation			Q15 (Track 1)					
			H&M is more likely to engage in greenwashing	I prefer the type of Tentree's CSR activity	I trust Tentree more than H&M as a company	Other	Tentree's initiative will have a greater impact on the environment	Total
Age (Generation-wise)	Generation Z	Count	26	13	16	5	14	74
		% within Age (Generation-wise)	35.1%	17.6%	21.6%	6.8%	18.9%	100.0%
	Generation Y	Count	3	3	4	2	6	18
		% within Age (Generation-wise)	16.7%	16.7%	22.2%	11.1%	33.3%	100.0%
	Generaton X and Older	Count	1	0	2	0	1	4
		% within Age (Generation-wise)	25.0%	0.0%	50.0%	0.0%	25.0%	100.0%
Total		Count	30	16	22	7	21	96
		% within Age (Generation-wise)	31.3%	16.7%	22.9%	7.3%	21.9%	100.0%

C2.16 Track 1: Question 16

Table C 58

Age (Generation-wise) * Q16 (Track 1) Crosstabulation			Q16 (Track 1)			
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	Total
Age (Generation-wise)	Generation Z	Count	47	5	22	74
		% within Age (Generation-wise)	63.5%	6.8%	29.7%	100.0%
	Generation Y	Count	13	2	3	18
		% within Age (Generation-wise)	72.2%	11.1%	16.7%	100.0%
	Generaton X and Older	Count	3	0	1	4
		% within Age (Generation-wise)	75.0%	0.0%	25.0%	100.0%
Total		Count	63	7	26	96
		% within Age (Generation-wise)	65.6%	7.3%	27.1%	100.0%

C2.17 Track 1: Question 17

Table C 59

Age (Generation-wise) * Q17 (Track 1) Crosstabulation			Q17 (Track 1)									
			I don't shop from H&M	I have stopped shopping from H&M since I became aware of such activities	I never stopped shopping from H&M because fashion is more important to me than the CSR scandals	I never stopped shopping from H&M because they have cheaper, fashionable clothes and I have economic constraints	I only boycotted H&M for a little while but now I have started shopping again because fashion is more important to me th	I only boycotted H&M for a little while but now I have started shopping again because I believe H&M has learned from its	I only boycotted H&M for a little while but now I have started shopping again because they have cheaper, fashionable clo	I was never aware of this, so it didn't alter my purchasing behaviour	Other	Total
Age (Generation-wise)	Generation Z	Count	10	12	0	17	2	1	8	21	3	74
		% within Age (Generation-wise)	13.5%	16.2%	0.0%	23.0%	2.7%	1.4%	10.8%	28.4%	4.1%	100.0%
	Generation Y	Count	5	1	1	4	0	0	2	5	0	18
		% within Age (Generation-wise)	27.8%	5.6%	5.6%	22.2%	0.0%	0.0%	11.1%	27.8%	0.0%	100.0%
	Generaton X and Older	Count	0	1	0	0	0	1	0	2	0	4
		% within Age (Generation-wise)	0.0%	25.0%	0.0%	0.0%	0.0%	25.0%	0.0%	50.0%	0.0%	100.0%
Total		Count	15	14	1	21	2	2	10	28	3	96
		% within Age (Generation-wise)	15.6%	14.6%	1.0%	21.9%	2.1%	2.1%	10.4%	29.2%	3.1%	100.0%

C2.18 Track 1: Question 18

Table C 60

Age (Generation-wise) * Q18 (Track 1) Crosstabulation			Q18 (Track 1)			
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	Total
Age (Generation-wise)	Generation Z	Count	57	5	12	74
		% within Age (Generation-wise)	77.0%	6.8%	16.2%	100.0%
	Generation Y	Count	15	1	2	18
		% within Age (Generation-wise)	83.3%	5.6%	11.1%	100.0%
	Generaton X and Older	Count	4	0	0	4
		% within Age (Generation-wise)	100.0%	0.0%	0.0%	100.0%
Total		Count	76	6	14	96
		% within Age (Generation-wise)	79.2%	6.3%	14.6%	100.0%

C2.19 Track 1: Question 19

Table C 61

Age (Generation-wise) * Q19 (Track 1) Crosstabulation			Q19 (Track 1)					
			I don't know	I will stop shopping for a while but will shop again if Tentree apologizes publicly and remedies its mistakes	I will stop shopping from Tentree and will never shop again because they have violated the fundamental basis of their brand	It will not affect my purchasing behaviour because I already believe that Tentree is engaged in greenwashing	Other	Total
Age (Generation-wise)	Generation Z	Count	11	23	35	3	2	74
		% within Age (Generation-wise)	14.9%	31.1%	47.3%	4.1%	2.7%	100.0%
	Generation Y	Count	3	4	9	1	1	18
		% within Age (Generation-wise)	16.7%	22.2%	50.0%	5.6%	5.6%	100.0%
	Generaton X and Older	Count	0	1	3	0	0	4
		% within Age (Generation-wise)	0.0%	25.0%	75.0%	0.0%	0.0%	100.0%
Total		Count	14	28	47	4	3	96
		% within Age (Generation-wise)	14.6%	29.2%	49.0%	4.2%	3.1%	100.0%

C2.20 Track 2: Question 15

Table C 62

Age (Generation-wise) * Q15 (Track 2) Crosstabulation			Q15 (Track 2)				
			H&M's initiative will have a greater impact on the environment	I prefer the type of H&M's CSR activity	Other	Tentree is more likely to engage in greenwashing	Total
Age (Generation-wise)	Generation Z	Count	2	3	1	0	6
		% within Age (Generation-wise)	33.3%	50.0%	16.7%	0.0%	100.0%
	Generation Y	Count	4	0	0	1	5
		% within Age (Generation-wise)	80.0%	0.0%	0.0%	20.0%	100.0%
	Generaton X and Older	Count	1	3	0	0	4
		% within Age (Generation-wise)	25.0%	75.0%	0.0%	0.0%	100.0%
Total		Count	7	6	1	1	15
		% within Age (Generation-wise)	46.7%	40.0%	6.7%	6.7%	100.0%

C2.21 Track 2: Question 16

Table C 63

Age (Generation-wise) * Q16 (Track 2) Crosstabulation						
			Q16 (Track 2)			Total
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	
Age (Generation-wise)	Generation Z	Count	4	0	2	6
		% within Age (Generation-wise)	66.7%	0.0%	33.3%	100.0%
	Generation Y	Count	3	1	1	5
		% within Age (Generation-wise)	60.0%	20.0%	20.0%	100.0%
	Generaton X and Older	Count	2	1	1	4
		% within Age (Generation-wise)	50.0%	25.0%	25.0%	100.0%
Total		Count	9	2	4	15
		% within Age (Generation-wise)	60.0%	13.3%	26.7%	100.0%

C2.22 Track 2: Question 17

Table C 64

Age (Generation-wise) * Q17 (Track 2) Crosstabulation					
			Q17 (Track 2)		Total
			No, I still believe H&M has the better CSR activity	Yes, I now believe Tentree's initiative is more genuine	
Age (Generation-wise)	Generation Z	Count	4	2	6
		% within Age (Generation-wise)	66.7%	33.3%	100.0%
	Generation Y	Count	4	1	5
		% within Age (Generation-wise)	80.0%	20.0%	100.0%
	Generaton X and Older	Count	1	3	4
		% within Age (Generation-wise)	25.0%	75.0%	100.0%
Total		Count	9	6	15
		% within Age (Generation-wise)	60.0%	40.0%	100.0%

C2.23 Track 2: Question 18

Table C 65

Age (Generation-wise) * Q18 (Track 2) Crosstabulation			Q18 (Track 2)							
			I don't shop from H&M	I have stopped shopping from H&M since I became aware of such activities	I never stopped shopping from H&M because fashion is more important to me than the CSR scandals	I never stopped shopping from H&M because they have cheaper, fashionable clothes and I have economic constraints	I only boycotted H&M for a little while but now I have started shopping again because I believe H&M has learned from its	I was never aware of this, so it didn't alter my purchasing behaviour	Other	Total
Age (Generation-wise)	Generation Z	Count	0	0	0	2	2	2	0	6
		% within Age (Generation-wise)	0.0%	0.0%	0.0%	33.3%	33.3%	33.3%	0.0%	100.0%
	Generation Y	Count	1	0	1	0	0	2	1	5
		% within Age (Generation-wise)	20.0%	0.0%	20.0%	0.0%	0.0%	40.0%	20.0%	100.0%
	Generaton X and Older	Count	1	1	0	0	0	1	1	4
		% within Age (Generation-wise)	25.0%	25.0%	0.0%	0.0%	0.0%	25.0%	25.0%	100.0%
Total		Count	2	1	1	2	2	5	2	15
		% within Age (Generation-wise)	13.3%	6.7%	6.7%	13.3%	13.3%	33.3%	13.3%	100.0%

C2.24 Track 2: Question 19

Table C 66

Age (Generation-wise) * Q19 (Track 2) Crosstabulation			Q19 (Track 2)			
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	Total
Age (Generation-wise)	Generation Z	Count	3	1	2	6
		% within Age (Generation-wise)	50.0%	16.7%	33.3%	100.0%
	Generation Y	Count	2	2	1	5
		% within Age (Generation-wise)	40.0%	40.0%	20.0%	100.0%
	Generaton X and Older	Count	3	1	0	4
		% within Age (Generation-wise)	75.0%	25.0%	0.0%	100.0%
Total		Count	8	4	3	15
		% within Age (Generation-wise)	53.3%	26.7%	20.0%	100.0%

C2.25 Track 2: Question 20

Table C 67

Age (Generation-wise) * Q20 (Track 2) Crosstabulation			Q20 (Track 2)					
			I don't know	I will stop shopping for a while but will shop again if Tentree apologizes publicly and remedies its mistakes	I will stop shopping from Tentree and will never shop again because they have violated the fundamental basis of their brand	It will not affect my purchasing behaviour because I already believe that Tentree is engaged in greenwashing	Other	Total
Age (Generation-wise)	Generation Z	Count	0	1	2	1	2	6
		% within Age (Generation-wise)	0.0%	16.7%	33.3%	16.7%	33.3%	100.0%
	Generation Y	Count	1	1	1	2	0	5
		% within Age (Generation-wise)	20.0%	20.0%	20.0%	40.0%	0.0%	100.0%
	Generaton X and Older	Count	2	0	1	0	1	4
		% within Age (Generation-wise)	50.0%	0.0%	25.0%	0.0%	25.0%	100.0%
Total		Count	3	2	4	3	3	15
		% within Age (Generation-wise)	20.0%	13.3%	26.7%	20.0%	20.0%	100.0%

C2.26 Track 3: Question 15

Table C 68

Age (Generation-wise) * Q15 (Track 3) Crosstabulation			Q15 (Track 3)					
			Both companies are trustworthy	Both companies' CSR activities have their pros and cons	I believe both companies are morally responsible, so their CSR is equally genuine	I believe that both initiatives are equally good	Other	Total
Age (Generation-wise)	Generation Z	Count	1	1	17	23	2	44
		% within Age (Generation-wise)	2.3%	2.3%	38.6%	52.3%	4.5%	100.0%
	Generation Y	Count	1	1	2	6	2	12
		% within Age (Generation-wise)	8.3%	8.3%	16.7%	50.0%	16.7%	100.0%
	Generaton X and Older	Count	0	0	1	3	0	4
		% within Age (Generation-wise)	0.0%	0.0%	25.0%	75.0%	0.0%	100.0%
Total		Count	2	2	20	32	4	60
		% within Age (Generation-wise)	3.3%	3.3%	33.3%	53.3%	6.7%	100.0%

C2.27 Track 3: Question 16

Table C 69

Age (Generation-wise) * Q16 (Track 3) Crosstabulation						
			Q16 (Track 3)			
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	Total
Age (Generation-wise)	Generation Z	Count	33	3	8	44
		% within Age (Generation-wise)	75.0%	6.8%	18.2%	100.0%
	Generation Y	Count	7	2	3	12
		% within Age (Generation-wise)	58.3%	16.7%	25.0%	100.0%
	Generaton X and Older	Count	3	0	1	4
		% within Age (Generation-wise)	75.0%	0.0%	25.0%	100.0%
Total		Count	43	5	12	60
		% within Age (Generation-wise)	71.7%	8.3%	20.0%	100.0%

C2.28 Track 3: Question 17

Table C 70

Age (Generation-wise) * Q17 (Track 3) Crosstabulation					
			Q17 (Track 3)		
			No, I still believe both are equally genuine	Yes, I now believe Tentree's initiative is more genuine	Total
Age (Generation-wise)	Generation Z	Count	12	32	44
		% within Age (Generation-wise)	27.3%	72.7%	100.0%
	Generation Y	Count	3	9	12
		% within Age (Generation-wise)	25.0%	75.0%	100.0%
	Generaton X and Older	Count	3	1	4
		% within Age (Generation-wise)	75.0%	25.0%	100.0%
Total		Count	18	42	60
		% within Age (Generation-wise)	30.0%	70.0%	100.0%

C2.29 Track 3: Question 18

Table C 71

Age (Generation-wise) * Q18 (Track 3) Crosstabulation

			Q18 (Track 3)																
			"Recycling" is a question of definition. Even making a carpet or stuffing madrasses is recycling, not just making new cl	Because both have a hidden agenda. Alla companies that "fight" for the enviorment are equaly as not genuine.	Because there are articles about companies planting trees that actually aren't helping the environment. In many places p	Because they are both equally likely to want to exploit consumers, although	Cant claim one is worse than the other as I hardly know anything about them.	Human nature is the prime mover	I actually would have picked "neither" or "not enough information", I would like to do my own research to be sure of the	I don't believe in using "moral" as a Selling Point. It has never shown to be sustainable.	I don't care at all	it is not about genuine or not. its about how info could be disclosed.	It seems obvious that Tentree is more transparent and reliable, however, it should neither be discredited that H&M does	Not sure	Remember, H&M has stated that their older clothes will either by recycled, reused or re-worn. Sure, I can agree that the	Sort of described it on another question, one have a business idea based on sustainability and the other is changing tow	The two companies are doing different things for the environment. Both activities are important. Planting trees AND gath	Uncertain about information	Total
Age (Generation-wise)	Generation Z	Count	0	1	1	1	1	0	1	0	3	0	1	1	1	1	0	0	12
		% within Age (Generation-wise)	0.0%	8.3%	8.3%	8.3%	8.3%	0.0%	8.3%	0.0%	25.0%	0.0%	8.3%	8.3%	8.3%	8.3%	0.0%	0.0%	100.0%
	Generation Y	Count	1	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	3
		% within Age (Generation-wise)	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	100.0%
	Generaton X and Older	Count	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	1	3
		% within Age (Generation-wise)	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	100.0%
Total		Count	1	1	1	1	1	1	1	1	3	1	1	1	1	1	1	1	18
		% within Age (Generation-wise)	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%	16.7%	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%	100.0%

C2.30 Track 3: Question 19

Table C 72

Age (Generation-wise) * Q19 (Track 3) Crosstabulation

			Q19 (Track 3)							
			I don't shop from H&M	I have stopped shopping from H&M since I became aware of such activities	I never stopped shopping from H&M because they have cheaper, fashionable clothes and I have economic constraints	I only boycotted H&M for a little while but now I have started shopping again because I believe H&M has learned from its	I only boycotted H&M for a little while but now I have started shopping again because they have cheaper, fashionable clo	I was never aware of this, so it didn't alter my purchasing behaviour	Other	Total
Age (Generation-wise)	Generation Z	Count	4	2	13	1	5	19	0	44
		% within Age (Generation-wise)	9.1%	4.5%	29.5%	2.3%	11.4%	43.2%	0.0%	100.0%
	Generation Y	Count	0	1	3	1	0	3	4	12
		% within Age (Generation-wise)	0.0%	8.3%	25.0%	8.3%	0.0%	25.0%	33.3%	100.0%
	Generaton X and Older	Count	2	0	2	0	0	0	0	4
		% within Age (Generation-wise)	50.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Total		Count	6	3	18	2	5	22	4	60
		% within Age (Generation-wise)	10.0%	5.0%	30.0%	3.3%	8.3%	36.7%	6.7%	100.0%

C2.31 Track 3: Question 20

Table C 73

Age (Generation-wise) * Q20 (Track 3) Crosstabulation

			Q20 (Track 3)			
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	Total
Age (Generation-wise)	Generation Z	Count	26	4	14	44
		% within Age (Generation-wise)	59.1%	9.1%	31.8%	100.0%
	Generation Y	Count	7	2	3	12
		% within Age (Generation-wise)	58.3%	16.7%	25.0%	100.0%
	Generaton X and Older	Count	0	0	4	4
		% within Age (Generation-wise)	0.0%	0.0%	100.0%	100.0%
Total		Count	33	6	21	60
		% within Age (Generation-wise)	55.0%	10.0%	35.0%	100.0%

C2.32 Track 3: Question 21

Table C 74

Age (Generation-wise) * Q21 (Track 3) Crosstabulation

			Q21 (Track 3)							
			I don't know	I will stop shopping for a while but will shop again if Tentree apologizes publicly and remedies its mistakes	I will stop shopping from Tentree and will never shop again because they have violated the fundamental basis of their brand	It does not impact my purchasing behaviour	It does not impact my purchasing behaviour because I don't shop there, nor have any plans to in the future.	It will not affect my purchasing behaviour because I already believe that Tentree is engaged in greenwashing	Other	Total
Age (Generation-wise)	Generation Z	Count	2	14	11	1	9	5	2	44
		% within Age (Generation-wise)	4.5%	31.8%	25.0%	2.3%	20.5%	11.4%	4.5%	100.0%
	Generation Y	Count	0	5	2	1	1	0	3	12
		% within Age (Generation-wise)	0.0%	41.7%	16.7%	8.3%	8.3%	0.0%	25.0%	100.0%
	Generaton X and Older	Count	1	0	1	0	1	1	0	4
		% within Age (Generation-wise)	25.0%	0.0%	25.0%	0.0%	25.0%	25.0%	0.0%	100.0%
Total		Count	3	19	14	2	11	6	5	60
		% within Age (Generation-wise)	5.0%	31.7%	23.3%	3.3%	18.3%	10.0%	8.3%	100.0%

C2.33 Track 4: Question 15

Table C 75

Age (Generation-wise) * Q15 (Track 4) Crosstabulation						
			Q15 (Track 4)			
			I am equally skeptical towards CSR initiatives by all companies	I believe that companies in the fashion industry just engage in greenwashing	Other	Total
Age (Generation-wise)	Generation Z	Count	4	1	3	8
		% within Age (Generation-wise)	50.0%	12.5%	37.5%	100.0%
	Generation Y	Count	4	0	4	8
		% within Age (Generation-wise)	50.0%	0.0%	50.0%	100.0%
	Generaton X and Older	Count	1	0	0	1
		% within Age (Generation-wise)	100.0%	0.0%	0.0%	100.0%
Total		Count	9	1	7	17
		% within Age (Generation-wise)	52.9%	5.9%	41.2%	100.0%

C2.34 Track 4: Question 16

Table C 76

Age (Generation-wise) * Q16 (Track 4) Crosstabulation						
			Q16 (Track 4)			
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	Total
Age (Generation-wise)	Generation Z	Count	3	2	3	8
		% within Age (Generation-wise)	37.5%	25.0%	37.5%	100.0%
	Generation Y	Count	5	0	3	8
		% within Age (Generation-wise)	62.5%	0.0%	37.5%	100.0%
	Generaton X and Older	Count	1	0	0	1
		% within Age (Generation-wise)	100.0%	0.0%	0.0%	100.0%
Total		Count	9	2	6	17
		% within Age (Generation-wise)	52.9%	11.8%	35.3%	100.0%

C2.35 Track 4: Question 17

Table C 77

Age (Generation-wise) * Q17 (Track 4) Crosstabulation					
			Q17 (Track 4)		
			No, I still believe that neither companies' CSR initiative is genuine	Yes, I now believe Tentree's initiative is more genuine	Total
Age (Generation-wise)	Generation Z	Count	8	0	8
		% within Age (Generation-wise)	100.0%	0.0%	100.0%
	Generation Y	Count	6	2	8
		% within Age (Generation-wise)	75.0%	25.0%	100.0%
	Generaton X and Older	Count	1	0	1
		% within Age (Generation-wise)	100.0%	0.0%	100.0%
Total		Count	15	2	17
		% within Age (Generation-wise)	88.2%	11.8%	100.0%

C2.36 Track 4: Question 18

Table C 78

Age (Generation-wise) * Q18 (Track 4) Crosstabulation									
			Q18 (Track 4)						
			I don't shop from H&M	I have stopped shopping from H&M since I became aware of such activities	I never stopped shopping from H&M because fashion is more important to me than the CSR scandals	I never stopped shopping from H&M because they have cheaper, fashionable clothes and I have economic constraints	I was never aware of this, so it didn't alter my purchasing behaviour	Other	Total
Age (Generation-wise)	Generation Z	Count	1	2	1	3	1	0	8
		% within Age (Generation-wise)	12.5%	25.0%	12.5%	37.5%	12.5%	0.0%	100.0%
	Generation Y	Count	1	0	0	1	5	1	8
		% within Age (Generation-wise)	12.5%	0.0%	0.0%	12.5%	62.5%	12.5%	100.0%
	Generaton X and Older	Count	0	0	0	0	1	0	1
		% within Age (Generation-wise)	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
Total		Count	2	2	1	4	7	1	17
		% within Age (Generation-wise)	11.8%	11.8%	5.9%	23.5%	41.2%	5.9%	100.0%

C2.37 Track 4: Question 19

Table C 79

Age (Generation-wise) * Q19 (Track 4) Crosstabulation

			Q19 (Track 4)			
			Agree or Strongly Agree	Disagree or Strongly Disagree	Neutral	Total
Age (Generation-wise)	Generation Z	Count	1	2	5	8
		% within Age (Generation-wise)	12.5%	25.0%	62.5%	100.0%
	Generation Y	Count	2	2	4	8
		% within Age (Generation-wise)	25.0%	25.0%	50.0%	100.0%
	Generaton X and Older	Count	0	0	1	1
		% within Age (Generation-wise)	0.0%	0.0%	100.0%	100.0%
Total		Count	3	4	10	17
		% within Age (Generation-wise)	17.6%	23.5%	58.8%	100.0%

C2.38 Track 4: Question 20

Table C 80

Age (Generation-wise) * Q20 (Track 4) Crosstabulation

			Q20 (Track 4)					
			I will stop shopping for a while but will shop again if Tentree apologizes publicly and remedies its mistakes	I will stop shopping from Tentree and will never shop again because they have violated the fundamental basis of their brand	It will not affect my purchasing behavior as I don't care about greenwashing	It will not affect my purchasing behaviour because I already believe that Tentree is engaged in greenwashing	Other	Total
Age (Generation-wise)	Generation Z	Count	1	2	2	0	3	8
		% within Age (Generation-wise)	12.5%	25.0%	25.0%	0.0%	37.5%	100.0%
	Generation Y	Count	1	3	2	2	0	8
		% within Age (Generation-wise)	12.5%	37.5%	25.0%	25.0%	0.0%	100.0%
	Generaton X and Older	Count	0	1	0	0	0	1
		% within Age (Generation-wise)	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
Total		Count	2	6	4	2	3	17
		% within Age (Generation-wise)	11.8%	35.3%	23.5%	11.8%	17.6%	100.0%

C2.39 Question 20/21/22 (According to the Track in Section 5)

Table C 81

Age (Generation-wise) * Q20/21/22 (Depending on the Track in Section 5) Crosstabulation

			Q20/21/22 (Depending on the Track in Section 5)					
			It depends on other factors such as price and quality	Maybe	No	Other	Yes	Total
Age (Generation-wise)	Generation Z	Count	50	16	5	3	58	132
		% within Age (Generation-wise)	37.9%	12.1%	3.8%	2.3%	43.9%	100.0%
	Generation Y	Count	18	3	3	0	19	43
		% within Age (Generation-wise)	41.9%	7.0%	7.0%	0.0%	44.2%	100.0%
	Generaton X and Older	Count	2	3	0	1	7	13
		% within Age (Generation-wise)	15.4%	23.1%	0.0%	7.7%	53.8%	100.0%
Total		Count	70	22	8	4	84	188
		% within Age (Generation-wise)	37.2%	11.7%	4.3%	2.1%	44.7%	100.0%

C2.40 Question 21/22/23 (According to the Track in Section 5)

Table C 82

Age (Generation-wise) * Q21/22/23 (Depending on the Track in Section 5) Crosstabulation

			Q21/22/23 (Depending on the Track in Section 5)						
			I chose another option	Other	Tentree has better environmental sustainability CSR initiatives	Tentree has not had any greenwashing scandal	Tentree is more transparent and truthful with its CSR activities	Tentree sells environmentally sustainable clothes only, so they know what they're doing	Total
Age (Generation-wise)	Generation Z	Count	74	4	14	6	21	13	132
		% within Age (Generation-wise)	56.1%	3.0%	10.6%	4.5%	15.9%	9.8%	100.0%
	Generation Y	Count	24	2	6	2	3	6	43
		% within Age (Generation-wise)	55.8%	4.7%	14.0%	4.7%	7.0%	14.0%	100.0%
	Generaton X and Older	Count	6	0	2	3	0	2	13
		% within Age (Generation-wise)	46.2%	0.0%	15.4%	23.1%	0.0%	15.4%	100.0%
Total		Count	104	6	22	11	24	21	188
		% within Age (Generation-wise)	55.3%	3.2%	11.7%	5.9%	12.8%	11.2%	100.0%

C2.41 Question 22/23/24 (According to the Track in Section 5)

Table C 83

Age (Generation-wise) * Q22/23/24 (Depending on the Track in Section 5) Crosstabulation			Q22/23/24 (Depending on the Track in Section 5)				Total
			H&M is one of the world's largest clothing retailer and is subject to more stringent CSR policies	I chose another option	I prefer "H&M Conscious" because H&M produces more fashionable and trendy clothes than Tentree	Other	
Age (Generation-wise)	Generation Z	Count	3	127	0	2	132
		% within Age (Generation-wise)	2.3%	96.2%	0.0%	1.5%	100.0%
	Generation Y	Count	1	40	1	1	43
		% within Age (Generation-wise)	2.3%	93.0%	2.3%	2.3%	100.0%
	Generaton X and Older	Count	0	13	0	0	13
		% within Age (Generation-wise)	0.0%	100.0%	0.0%	0.0%	100.0%
Total		Count	4	180	1	3	188
		% within Age (Generation-wise)	2.1%	95.7%	0.5%	1.6%	100.0%

C2.42 Question 23/24/25 (According to the Track in Section 5)

Table C 84

Age (Generation-wise) * Q23/24/25 (Depending on the Track in Section 5) Crosstabulation			Q23/24/25 (Depending on the Track in Section 5)					Total
			Both	H&M	I don't know	Neither	Tentree	
Age (Generation-wise)	Generation Z	Count	18	20	20	16	58	132
		% within Age (Generation-wise)	13.6%	15.2%	15.2%	12.1%	43.9%	100.0%
	Generation Y	Count	5	4	4	9	21	43
		% within Age (Generation-wise)	11.6%	9.3%	9.3%	20.9%	48.8%	100.0%
	Generaton X and Older	Count	1	0	1	4	7	13
		% within Age (Generation-wise)	7.7%	0.0%	7.7%	30.8%	53.8%	100.0%
Total		Count	24	24	25	29	86	188
		% within Age (Generation-wise)	12.8%	12.8%	13.3%	15.4%	45.7%	100.0%