Influencing consumer attitudes towards sustainable fashion through social marketing campaigns

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Date : 11-06-2019
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Signature ____________________________
**Acknowledgments**

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**Prologue**

This research was conducted to identify the key drivers that motivate fashion consumers as to assess their buying behaviour and shed light on how to influence the consumer attitudes towards sustainable fashion through social marketing. To define the criteria that change these attitudes, this analysis considers consumer behaviours, traditionally understood, as well as consumer behaviours particular to sustainability norms. In depth focus was the motivation of the consumer to buy clothes, as the difference in drivers possibly can be bridged with social marketing. The different techniques of social marketing are outlined, and a successful campaign is reviewed. Conclusively, a determination is made as to which techniques are most applicable to the fashion consumer and most apt for changing attitudes in sustainable fashion consumerism.
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Introduction

Rationale

There are three reasons why there is an issue to explore. First is my personal interest, second is the lack of adoption of social marketing in fashion (French, 2019) and third is to make the world a better place.

First, I started AMFI four years ago with the question why people buy and how you can influence them. After four years I discovered many factors (social, personal, demographic and psychological reasons) that influence the consumer. During my school career, I chose a path towards marketing and psychology. Through studying marketing and psychology, I gained knowledge about consumer behaviour. I’ve always found effects on behaviour fascinating. Since I have discovered different influence factors, I aimed to finish AMFI with an answer to the question: what motivates change?

The second reason relates to the implementation of social marketing in fashion. Due to time constraints, it is difficult to measure change in behaviour, however attitudes can be tested. Change in behaviour will hopefully be the result of the product. The focus is to find the best way to get to that result. From a change in attitudes, behaviours can be changed too. Bamberg (2003) agrees to this: “The weak direct relationship between general environmental concern and specific environmental behaviours is due to an inadequate understanding of how general attitudes influence specific behaviours.” The result will not come immediately but in steps. People will first gain awareness, and as the intentions of attitudes change, action will eventually follow. The greater goal is to maintain sustainable consumer behaviour. Recent studies have shown that people often make unconscious decisions. With the use of the right techniques you can influence them. The purpose of this paper is to research if it is possible to change attitudes of fashion consumers with the help of social marketing.

As such, social marketing is here presented as a model for behavioural change. Social marketing uses techniques from traditional marketing to influence an audience in such a way that benefits everyone (Opel et al., 2009). Social marketing has mainly been used in the field of public health to change individual behaviour (Fox and Kotler, 1980; Helmig and Thaler, 2010), but it is now used more and more commonly for changing strategies and public policy (French, 2019).

Applying social marketing in fashion is new since fashion (often) equals consumerism and social marketing is a technique that has not a commercial purpose. Because of the ‘rather new’ sustainability aspect of fashion, consumers are required to think more consciously, carefully and critically about their purchases. Fashion consumption has potentially detrimental effects on society and therefore requires that consumers start acknowledging the relationship between their purchases and, the societal repercussions thereof. This is the reason why social marketing should be considered as technique to influence consumer clothing buying behaviour.

Third, sustainability is of relevance. Fashion asks for sustainability. With a market cap of $2.4 trillion, the fashion and apparel industry is one of the largest consumer industries (Kell, 2018). While on the one hand the fast fashion industry is growing, on the other hand, the idea that fashion is disposable is causing problems for the future. The UN Bruntland commissions (1987) defines the concept sustainability as: “Development that meets the needs of the present, without compromising the ability of future generations to meet their own needs.” Without any doubt, the fashion industry is able to meet the demands of the present, even exceeding them as 33% of produced goods are never sold (Rudenko, 2018). One way to change this is focusing on the fashion companies at an industry level. However, the consumers are responsible too. I argue that if the consumer does not demand sustainable clothes, brands will not change unless the government makes stricter rules, regulations and laws for fashion companies.

There have been many studies about attitudes towards sustainability, and the purchase decision of consumers. It is interesting to notice moreover, that consumers in general are positive about sustainability and sustainable products. However, at the final purchase decision the consumer purchases unsustainable products (Carrigan & Attalla, 2001; McDonald, Oates, & Thyne, 2009; Nicholls & Lee, 2006). This difference between attitude and actual behaviour is called the ‘attitude–behaviour gap’ or ‘values–action gap’ (Arbuthnott, 2009; Yates, 2008). It is my intention to research the barriers that cause this gap and use this to influence the consumers, accepting the benefits of sustainability with the help of social marketing.
Aim

This research is initiated to discover what drives consumer fashion buying behaviour, and how you can influence the consumers attitude towards sustainable fashion through social marketing campaigns. Accordingly, I will suggest what is needed to make a successful social marketing campaign for sustainable fashion. With the help of desk research, ingredients will be shown in the conclusion to what constitutes such a campaign. To be most fruitful, we have to understand and demonstrate in detail what the consumer believes is important, what norms and values she follows, who influences her decisions, as well as what advantages and disadvantages characterize her current behaviours and motivations when buying fashion. The intention is to contribute a new vision to the debate of creating a sustainable fashion environment, which can be implemented with a helping hand from government authorities.

Questions

In order to accomplish the intention of this research, the following question needs to be answered:

Which factors play a role when influencing the consumer attitudes towards sustainable fashion through social marketing campaigns?

To be able to answer this question, the following sub questions needs to be answered:

1. What is considered sustainable fashion behaviour?
   The aim of this first sub question is to identify fashion, and sustainable fashion buying behaviour. Aiming to give a clear indication of what is important to focus on when considering behaviour change.

2. What motivates the consumer when buying fashion in general and sustainable fashion in particular?
   The purpose for the second question is to use different theories on consumer behaviour, and to find the factors that motivate fashion consumers.

3. What are the characteristics of social marketing?
   The third sub question aims to indicate the definition of social marketing, by showing the difference with commercial marketing and to give techniques that are used in social marketing.

4. What are success criteria for a social marketing campaign?
   The last sub question proposes to give a direction in ways to communicate social marketing and the most effective ways of telling a message by looking at a successful campaign.

Structure

To identify the ingredients that make a successful social marketing campaign, a few requisite steps have to be taken. First, it is important to discover what is considered sustainable fashion behaviour. This is important because the notion of sustainability captures a very broad, diverse and contested understanding. Hence, when discovering what motivates the fashion consumer to change, it is important to keep in mind what is meant by the very idea of sustainability. Second, it is important to find out what motivates or drives the average fashion consumer, and to understand who they are. Third, when making a social marketing campaign it is valuable to gain more knowledge of the theory of social marketing. This includes a more comprehensive assessment of characteristics of social marketing, traditional marketing, nudging, persuasion etc. Fourth, it is important to look at which existing social marketing campaign has been successful; therein drawing on empirical data to establish a viable theoretical framework to guide this research. Lastly, a conclusion will be given combining results from the surveys, literature and interviews. With all these ingredients in place, the recipe (product) for a successful social marketing campaign can be outlined.
Methodology

To make sure that the sub questions are answered with validity and reliability different methods are used. Theories are used to optimally answer the questions.

For the first sub question, theory and literature from previous studies is used to make a distinction of what is considered sustainable fashion behaviour.

For the second sub question a survey is done to identify motivations and to get more information. For this research it is important to look at the ‘average’ consumer. Sustainable people are already sustainable, so I don’t need to convince them. Since the purpose is a social marketing campaign for the government it is important to look at a big target audience with different norms and values. The group of people for the survey was not based on age. They were reached through Facebook, Instagram and via friends. Most of them were in the age group between 19 and 25. To come to a strong conclusion as to what motivates a fashion consumer, I aimed to get 250 respondents. I received 243 respondents, nevertheless that is still a good number to get an indication (Qualtrics, 2018).

Comparisons between existing theory and practice will provide advanced results to this part of the research. Initially, this is done by the use of academic journals and professional reports in order to outline the fundamental parameters that ground and contextualize the final outcomes.

For the third sub question, newspapers, literature and books are reviewed to find the different techniques and definitions of social marketing.

For the final sub question, a previous successful social marketing campaign is reviewed and qualitative interviews are done to get more in-depth knowledge about the criteria to make a successful social marketing campaign. In the interviews it is important to find answers to what their motive is to make a campaign, and what the success criteria are. The interviews include Jeff French, professor and well known author of ‘Strategic Social Marketing’, Lara Peters, senior communication advisor at Milieu Centraal in particular the Love Your Clothes campaigns, Noor Berkman, senior research counselor communication and environmental expert at Ministerie van Infrastructuur en Waterstaat, Nick van Gaalen, senior campaign manager at Rijksoverheid known for the ‘aandacht voor het verkeer’ campaign who won the Effie award, Floor Busch, strategist at Roorda advertising agency known for BOB campaigns.

The literature review and desk-based research is done to:
- Provide an overview of what is considered sustainable fashion behaviour
- Identify common factors for successful implementation of social marketing campaigns.

The primary research is done to:
- Survey, to understand the motives to change attitude of the average fashion consumer
- Interviews, to gain knowledge in their expertise of social marketing campaigns.

Limitations

A consumer survey about fashion and sustainability might be misleading, because respondents might answer in a socially desirable manner and therefore convey idealized sustainable behaviours rather than their actual attitudes. Taking this into consideration, further questions were asked in different ways to test if they mostly care about price, status and aesthetics, or are genuinely concerned with sustainability norms. This is also later used for the theory of attitude-behaviour gap. The main purpose for the survey was to get more information about motivations of consumers in fashion consumption. Some questions were to confirm finding in existing literature. There was not a purpose to make correlations from the survey based on individuals. The group from the survey is not used as the target audience.

The intention was to make a thesis of 6000 words with additionally a product. During the process I discovered that there was so much theory and research to elaborate on, that it became a full thesis with additionally a concept of a campaign instead of a full product.

In the beginning the focus was mainly on changing attitude towards sustainability in fashion. However, after this research there are two reasons why behaviour change is important too. First, according to the NSMC big pocket guide (2011), social marketing focuses on behaviour. Furthermore, it explains that if the intention is to only increase awareness, knowledge or change attitudes, social marketing is not the most effective method. Secondly, consumers often make irrational decisions, awareness doesn’t really influence behaviour and that is one of the main reasons for the attitude-behaviour gap. Concluding, people often buy clothes (behaviour) and afterwards they decide why they need it (attitude). For the campaign it is therefore important to pay attention to behaviour as well.

Due to time constraints, it is difficult to test the concept. Therefore, further research needs to be done. By doing a pre-test and an after-test the success and change of behaviour can be measured. I further suggest, to do an ethnographic research to understand the behaviour and to get to know the target group even better.
The term ‘fast fashion’ arose; making fashion trends fast and cheap for consumers (Webster, 1977). This new form of fashion came from a higher demand; fashion became less of a necessity and more of an extravagance. Instead of buying a few items for more, consumers could buy more for less. The consumer formed a certain ‘throw away’ attitude. Each year consumers purchase 60% more garments, and the consumer throws it away two times faster than fifteen years ago (McKinsey, 2016). To make these clothes for very low prices they have to be produced in developing countries under poor working conditions with a large number of water, energy and chemicals required to produce the clothes. Consequently, the fashion industry became one of the largest polluters in the world (Greenmatch, 2019).

As a counter reaction, knowing that this cannot go on any longer, the term ‘sustainable fashion’ arose. Sustainable fashion is the opposite of fast fashion. According to Wikipedia (2019): “The goal of sustainable fashion is to increase the value of local production and products, to prolong the lifecycle of materials, to increase the value of timeless garments, to reduce the amount of waste by recycling, made under better labor conditions, and to reduce the harm to the environment”. The purpose is to inform consumers to behave more environmentally friendly, through encouraging the sustainable consumer (Olga, 2016; Fletcher, 2008; Joergens, 2006). The terms sustainable, ethical and green fashion are often used to define the same concept (Roy, 2013).

During a conference of the United Nations in 1972, was the term Sustainability used for the first time. The term considered the following three issues (Nature in the city, 2010):

1. The relationship of human beings and the natural environment
2. The connection between economic development, social development, and environmental protection
3. The demand for a global vision and common principles

Considering these definitions of (sustainable) fashion, it is clear that we have to know more about consumerism and behaviour. However, and even though the environmental and social impacts can be blamed on the clothing industry, consumers have the power to demand change.

Fashion knows many definitions. According to the Cambridge Dictionary (2019): “Fashion is a style of clothing or a way of behaving that is popular at a particular time.” It is important to acknowledge that as described by the dictionary there is a focus on the term popular and the fact that it is time related. Many people describe fashion as an expression of the self, which can change over time too (Distenfeld, 2018). Others describe it as a trend, which refers to the popularity in the definition. Some even say it is a necessity, which refers to the clothing (Jacques, 2018). In this last sense, clothing can be seen as necessity for safety (Friedlander, 2018), functionality and as covering a primary need. However, there is a constant change in fashion, the function stays the same. Fashion is contemporary and depends on factors such as; culture, society, politics, marketing, creativity and consumer motivation. Besides these factors, fashion depends on emotion and social context (Welch, 2018).

## 1.01 Definition of fashion and sustainable fashion

Before going towards the question of what is considered sustainable fashion behaviour, fashion and in particular sustainable fashion should be defined. Accordingly, consumerism and behaviour towards sustainable fashion is discussed.
1.02 Consumerism

Consumerism is described as: “The effects of gathering and purchasing material possessions to increase happiness and social position” (Hume, 2009). Consumers are shaped by consumerism. According to Perner (2010) consumer behaviour is: “The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts of these activities on the consumer and society”. Accordingly consuming depends on many factors which will be explained in more depth when consumer motivation is discussed.

1.03 Sustainable fashion consumption

Sustainable fashion consumption proceeds from the same principles, only without hazarding the environment and with better human rights for factory workers (NICE report). The consumer takes social responsibility into account in the decision-making process of sustainable consumption (Vermeer & Verbeke, 2006, 2008). A broader definition is cited by Birtwistle & Moore (2007): “Sustainable consumption is consumption that supports the ability of current and future generations to meet their material and other needs, without causing irreversible damage to the environment or loss of function in natural systems”.

1.04 Sustainable fashion behaviour

It has to be acknowledged that the concept of sustainability is rather vague, and the notion of behaviour even more so. Therefore, the question is formulated as ‘considered’ sustainable fashion behaviour. With different researches being reviewed, we can draw a distinction accordingly. Different studies showed that people who are worried about the future and the environment, and, behave eco-friendly purchase more green products (Diamantopoulos et al., 2003; Zimmer et al., 1994). Fraj and Martinez (2006) found that people who try to do better and like the challenge to reach that goal are in general more aware of the environmental problems and live a more conscious life. Besides the environmental part, there is also a social aspect to sustainability. The producers, and, the suppliers need to comply with the laws and regulations for their employers (minimum age, working hours, health, safety etc.).

The sustainable fashion consumer takes the social aspect into consideration, they think further than the cloth that makes their clothes, instead they demand to know who made their clothes and asks for transparency throughout the entire production process. According to Brismar (2016) there are seven forms of sustainable fashion behaviour.

- First, the consumer should require garments that are custom-made, or locally (as long as there is no overproduction).
- Second, the garment should be made out of quality materials, and the design should be timeless. Meaning that the product should support a consistent style.
- Third, the garment needs to be made in an environmentally friendly manner, considering also ethical aspects in every level of the cycle.
- Fourth, when it is in the possession of the consumer, it should be used as long as possible, with care (cold wash) and repaired when needed.
- Fifth, when the garment is no longer desired, it should not be wasted. Giving it away or donated to a second-hand shop. If it cannot be worn again it should be returned into a textile bin, so that it could be recycled and reused in making new clothes.
- Sixth, other ways of being a sustainable fashion consumer are renting/borrowing clothes or swapping clothes.
- Last, when in need of buying clothes, secondhand and vintage shops are considered as sustainable. Getting back to the term ‘considered’, ideally, sustainable fashion consumers are committing to every step of the cradle-to-cradle model.

In addition to Brismar’s model, the after care is important to pay attention to as well. Reusing garments for other purposes, for instance cleaning-cloth or remaking of clothes. The disposal and washing should be considered too. In this way the cycle is complete. Although people differ in many ways there is not a strict criteria of what sustainable behaviour is, but this gives a direction. Hence, the points listed here merely indicate a direction.

Seven forms of sustainable fashion (Anna Brismar, 2016)
What motivates the consumer when buying fashion in general and sustainable fashion in particular?

Behaviour barriers exist at all levels. Recognition of the motivations of buying fashion can help give a direction to bridge those barriers later with the help of the social marketing campaigns. First, I will give answer to what factors motivate consumers when buying fashion. Furthermore, the factors that effect motivation will be explained with the help of theories and the survey. This gives insight into why people buy certain products. Lastly, the answer will be given to what motivates sustainable fashion consumerism.

2.01 What is consumer motivation

According to the American Marketing Association (2015) consumer motivation is: “The needs, wants, drives and desires of an individual that lead him or her toward the purchase of products. The motivation may be physiologically, psychologically or environmentally driven.”

2.02 What effects motivation?

Motivation drives from a basic human need, desire or want (Ryan & Deci, 2000). It is the process that directs people to act in a certain way. People are motivated to satisfy their individual self-concept, their desire to belong to a specific group and their personal needs.

One of the most well-known macro theories is from Maslow (1943). Maslow divided human needs in a pyramid. This model is based on the evolutionary background of survival and reproduction. The modern society is in no way similar to the primitive conditions in which the human species are developed. However, the many choices we have to make on daily basis are still processed based on prehistorical circumstances (Epping, 2012).

According to the model, first the more basic motives need to be fulfilled to activate the other motives. In this hierarchy the following needs are mentioned; physical needs, safety and security, belongings and love, esteem and finally self-actualization. Physical need, belonging, self-esteem and self-actualization are important for fashion.
Applying the survey results on Maslow

In the survey only 26.3% described fashion as functional, this refers to the physical need of buying clothes. Belonging and love is another basic need that individuals feel, 50% describes that they value the opinion of their friends and family when buying clothes. Being associated with a particular group is considered part of this level as well. We often make purchases that make us feel part of a group. Belonging is often tied to our self-esteem. The ideas of self-esteem, confidence, achievement and respect for and by others are what make up this level. Self-actualization is on the top of the pyramid; this describes the need for autonomy. That is, an intrinsic motivation. Intrinsic motivation comes from within.

According to the self-determination theory (Deci & Ryan; 1985, 2000); intrinsic consumer motivation is formed by the basic psychological need for autonomy, competence and relatedness. The need for autonomy in consumer behaviour refers to the feeling of wearing certain clothes to express individuality. Fashion consumers feel the need to show their identity with wearing clothes, 76.4% of the survey respondents say they wear clothes with the purpose of showing who they are. The need for competence is when a consumer buys clothes to show a certain status. The need for relatedness is for wearing clothes that your environment likes and makes you feel one of them. Surprisingly, when the survey was shared with male students of the Hotelschool The Hague (a school famous for social status and service) the respondents frequently confirmed consuming for status. This seeking for social status is dependent on the social climate. According to Thaler (2008), our emotional state influences our motivation. Moreover, the survey shows that 70.3% believes buying clothes makes them happy. It further suggests that when these natural needs are met, they provide the emotional security that is required to create emotional attachments, thereby leading to subsequent purchases (Loroz & Braig, 2015; Thomson, 2006).

For this reason, it is important to acknowledge the difference between the layers of Maslow hierarchy of needs. Where the first layers pertain to the practical purpose of clothes, in the following layers it becomes less rational and more emotional. Emotions influence our motivation and accordingly our behaviour. When researching why people buy so much in the last ten years it is because we passed the first layers and feel that we need to fulfil the top levels of the hierarchy of needs. Here comes fast fashion, new clothing is getting into the stores every two weeks. And we feel the need to buy this, impulsive behaviour appears.

When considering sustainability, in the 21 century, the question about the relevance of the theory of Maslow appeared. Sustainability can be placed in both the top level as the bottom. Since the top level is about self-actualization that applies to the morality and purpose of sustainability. However, sustainability has the purpose to save the planet and people, without a planet and people we will not be alive. Consequently, this belongs more to the bottom layer of the pyramid, namely; necessity. This may cause confusion. The following pyramid focusses only on the need of sustainability in fashion and the different levels of sustainable fashion (1).

With the three following theories behaviour will be explained. First, a theory that is very often mentioned is from Ajzen & Fishbein (1991). The Theory of Planned Behaviour (TPB) (2) explains barriers to behavioural change but focuses mainly on internal factors such as values, attitudes and intentions, and, within the context of fashion where purchases are often done impulsive this model loses relevance. The second theory is the Motivation-Opportunity-Ability model from Olander and Thøgerson (1995) who added opportunity (situational conditions) and ability (habit / knowledge) to the TPB, this model reflects the importance of contextual and situational variables. Third is the work of Kahneman (2011) it explains impulsive behaviour, this will be complemented with the attitude-behaviour gap.

Theory of planned behaviour

(2) Theory of Planned Behaviour (Ajzen, 1975)

(1) The Buyerarchy of Needs (Lazarovic, 2015)
The Attitude-Behaviour-Context model (3) of environmentally significant behaviour was developed to overcome the internal-external difference. Stern & Guagnano (1995, 2000) mention that there is a clear structural dynamic between internal factors and external factors that influence behaviour. Adding that behaviour is strongly affected by external conditions. Internal factors are the attitudinal variables such as personal beliefs, norms and values. External factors are a wide variety of contextual variables: costs, physical, capabilities and social norms and institutional constraints.

The above-mentioned models have been criticized. The theories do not mention emotional or affective factors in decision-making or behaviour. As mentioned earlier, many fashion clothes are bought based on an emotional feeling to the product rather than conscious calculations of costs and comparison. Additionally, our brain makes a range of unconscious abridgments (cues, emotions, habits, biases) that reduces the time that is needed to act.
2.03 What motivates sustainable fashion consumerism?

The most well-known theory that attempted to understand the relationship of sustainable behaviour is Schwartz' (1977) Norm-Activation Theory (5).

According to Schwartz, acting sustainable comes from an individual’s personal norm to behave in an appropriate way. These norms come from a conscious understanding of the result of the actions and the feeling of responsibility for those actions.

For example, if the consumer is aware of the consequences of buying fast fashion, and, the consumer feels responsibility for buying unsustainable clothes, then the consumer is more likely to develop a personal norm to become more sustainable. In the survey, 60% acknowledge that if they knew what the consequences were, they would feel more likely to buy sustainable clothes. Stern describes that the degree of acceptance to change behaviour depends on biospheric and altruistic values, which have a positive influence on buying sustainable fashion.

Biospheric values describe a disposition of caring for the environment / nature. Altruistic values entail that the action depends solely on the impact on others, regardless of the consequences on the individual itself (Wikipedia, 2019). The motivations for consumers to buy sustainable fashion are grounded within a moral altruistic personal norm and as well as a feeling of social responsibility. In the pyramid of Maslow this need is in the top level. As discussed, sustainability, might be placed in the lower levels too. Schwartz focused on the personal norm. However, the biggest part of the society does not have that personal norm. The above-mentioned group is motivated because of their social responsibility and personal norm. Nonetheless, most people are influenced because of a social norm and it is this group that needs to change their behaviour towards sustainability in fashion.

To get more information about the motivations of the consumers in fashion consumption a survey was used. Some questions were to confirm finding in existing literature. There was not a purpose to make correlations from the survey based on individuals. The group from the survey is not used as the target audience.

The Vijf Tinten Groener model from Motivaction (2018) is used to make a segmentation of the Dutch society. For this research it is important to have a clear understanding of the society and their motivations towards sustainability. With the help of this model in combination with the theories a successful campaign can be made. This model is based upon research done in social demographic, emotions and deeper layers of norms and values. According to this model the society is divided into five groups. ‘Dutiful’, ‘Structure Seekers’, ‘Status Aware’, ‘Responsible’ and the ‘Developers’. The diagram on the next page shows the motivations and characteristics of the different groups. The groups have different lifestyles that contributes their opinion, behaviour and motivation towards sustainability. The ‘Dutiful’ group has a more traditional lifestyle, and, therefore they are more sustainable. The ‘Responsible’ group is more motivated to life sustainable. The ‘Status conscious’ consumer buys sustainable products, yet their primary motivation is not sustainability. The ‘Structure seeker’ has more difficulties with sustainability, therefore they are scarcely motivated. The ‘Developer’ gives their own definition to sustainability, they are motivated to a sustainable lifestyle as long as it does not gets in the way of their freedom and fun. A more thorough description of the different segments is shown on the next page.

(5) Norm-Activation-Theory (Schwartz, 1977)
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<th>Motivations segments sustainability</th>
<th>Characteristics segments</th>
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<td>Dutiful 13%</td>
<td>This group is the smallest subset group of the Dutch society. They are active and looking for adventure and experience. Personal freedom is most important to them. They take life as it is. They take their own road and they don’t follow the masses blindly. They want to express their personal, creative opinions and contributions. They know what sustainability means but they give their own definition to it. They search for a sustainable lifestyle because they find innovation and creativity in it, however they are not willing to give up their freedom and fun. They really have a carpe diem mentality.</td>
</tr>
<tr>
<td>Developer 10%</td>
<td>This group is individualistic, and their social responsibility is visible in their entrepreneurship. They are ambitious, performance oriented, and they look positively towards the future. They are interested in innovation and technological developments. They are status oriented, have materialistic dreams and business ambitions. They are aware of the environmental problems, however they are not concerned. They believe that technology and entrepreneurship will solve the environmental problems.</td>
</tr>
<tr>
<td>Status conscious 23%</td>
<td>This group acknowledges the environmental problems and they are very conscious when it comes to sustainability. They are not against innovation, but they are critical towards innovation in the field of sustainability. They believe the citizens should take more responsibility. They are adventurous, autonomous and active. They believe in quality over quantity. This group owns more sustainable clothes than the other segments.</td>
</tr>
<tr>
<td>Responsible 22%</td>
<td>This group is rather traditional. They value family and religion. They live a calm harmonious life. Their norms and values make them socially concerned and they feel responsible for others, therefore they often volunteer and take care of those who have less. They don’t take risks and are disciplined when it comes to money, hence they don’t feel the need to belong to or attain a certain status. They don’t live a luxurious life.</td>
</tr>
<tr>
<td>Structure seeker 32%</td>
<td>To conclude, people have different reasons that stimulate their motivation, depending on the target group this can be functional or cultural and for some it is symbolic. Looking at the different groups they are aware of the environment however they are often stuck into unsustainable patterns. As mentioned, fashion consumption depends on personal identity (we are what we consume), we consume in order to identify ourselves, but also to position ourselves within a group (relatedness). There are social contexts that lie beyond individuals’ control or conscious. Motivations to buy sustainably are positive environmental effects, less child abuse and less mass consumption, the future, friends and rewards. Barriers are price, information, availability, transparency, fashionability. It is clear that to achieve a behaviour change a strong strategy has to be made to create a successful campaign. Based on this information, the strategy must cover engaging people, giving more (unconscious) direction towards sustainability, and for some to make it a strong ‘emotional’ story.</td>
</tr>
</tbody>
</table>

Quotes

“*When I buy meat, I buy them in the discount. It might be a broiler chicken then, but if I don’t buy it, somebody else will!*”

“When buying a new product, they foremost look at price and quality. They are scarcely motivated to make sustainable choices, and they don’t know enough about sustainable products.”

“*Like I said, I separate my waste and take the bike instead of the car, but it doesn’t keep me up at night. If other people are busy with the environment I only respect that!*”

“They are motivated to contribute to a more sustainable life, however their choices are based on money, time and effort. Where fun and joy is still most important. Instead of paying for a better world they prefer to do something individually or with their friends that will help. They are more motivated then before to make sustainable choices. Mostly because of the financial advantages. However, they still require comfort in their lives.”

“*I didn’t buy a hybrid car because of the environment, but because I think it is a nice car and it is good for the wallet!*”

“They are motivated towards a conscious and sustainable lifestyle. However, they don’t put everything aside. They are trying to find a balance between comfort, joy and sustainability. However, they still fly to Vietnam for a holiday. Their attention towards sustainability has grown because of the media attention. They take sustainability with them in their daily life.”

“You don’t need to change your entire lifestyle, but you have to be aware of the choices you make”

“They are motivated towards a conscious and sustainable lifestyle. However, they still fly to Vietnam for a holiday. Their attention towards sustainability has grown because of the media attention. They take sustainability with them in their daily life.”

“I want to do a lot for sustainability but not for every price. I separate paper, glass and plastic. But when sustainable products are very expensive I prefer cheaper alternatives.”

“They live a sustainable life, based on their economical motives. They separate their waste, and they save energy naturally. The motivations to do so is based on severity and modesty. They don’t feel the need to have the newest of the newest as long as the old is still good and useful. Sustainable behaviour thus results from intrinsic motivations. They want to do good, but they don’t want to pay (more) for it. They value the government, if the government tells them to do something they will do so.”
What is social marketing?

Defining social marketing

According to Kotler, Roberto & Lee (2002) “Social marketing is the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify or abandon a behaviour for the benefit of individuals, groups or society as a whole”. A more in-depth definition is from Jeff Fench (2011), who can be seen as the father of social marketing: ”Social Marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviours that benefit individuals and communities for the greater social good. It seeks to integrate research, best practice, theory, participant and partnership insight, to inform the delivery of competition sensitive and segmented social change programmes that are effective, efficient, equitable and sustainable (ISMA, ESMA, AASM, 2014)”.

According to my correspondence with Berkman (Minienw) social marketing places holistic humanity central. The main rule of social marketing is co-creation of individual value and or social value. This principle comes from the exchange theory (Bagozzi 1975). According to this theory, individuals and groups must perceive benefits that justify the cost of a product or service or putting effort and/or time into performing a behaviour.

Key components of social marketing

The ISMA (2017), French and Russell-Benett (2015) developed the following six concepts that form together social marketing.

- The first concept is ‘Citizen Orientation and Focus’. Social marketing is built to understand and engage communities and benefit them. Therefore, the society is important for identifying the problems and together developing solutions.
- The second concept is ‘Setting Of Explicit Social Goals’. By setting goals, you create a direction. It is important as well to measure and to evaluate for future objectives (however this is not going to be the case in my research, a secondary research is needed to test the success of the campaign).
- The third concept is ‘Value Propositions Delivery via a Social Marketing Intervention Mix’. In social marketing segmentation is important, and therefore different interventions are needed to maximize the desired social goal.
- The fourth is ‘Theory, Insight, Data and Evidence Informed Audience Segmentation’. As said before segmentation is important to deliver social marketing programs that meet their needs. Therefore, the people that need to be ‘helped’ should be understood.
- The fifth is ‘Competition, Barrier and Asset Analysis’. To meet the desired behaviour it is often also necessary to influence the ‘competition’. The competition can be seen as the barriers for not adopting to the preferred behaviour. When these barriers are identified, strategies to reduce the influence of competing factors can be developed as part of the social marketing strategy.
- The last concept is ‘Critical Thinking, Reflexivity and Ethical practice’. For social marketing it is always important to continuously assess multiple environmental, social and economic factors that are having or may have an impact on the desired behaviour.
Social marketing uses traditional marketing principles and techniques to change behaviour. The principle to change behaviour started in the government sector but has a growing interest in the commercial sector. According to Jansen (2019), who made many social behaviour campaigns for the government, commercial companies are gaining interest in techniques to unconsciously influence behaviour with the goal to stimulate sales. According to Smit (2019) social governmental campaigns often highlight a new social norm and accordingly show resembling behaviour. Just like commercial or traditional marketing, social marketing uses many methods, theories and practices to create campaigns. However, Kotler, Roberto & Lee (2002) distinguish three differences between commercial sector marketing and social marketing. First, is the product, in commercial sector marketing goods and services are sold, in social marketing a behaviour change is the aim. However, the principles and techniques of influencing are in commercial and social marketing the same. The second difference is the aim, in commercial marketing the aim is gaining more profit; in social marketing this is individual or societal gain. Thirdly, is the competition, which in commercial marketing are mainly similar organizations offering comparable goods and services. In social marketing the competitor is the current or preferred behaviour.

3.03 Techniques to influence behaviour

Many of the techniques to influence behaviour are based on the idea of born biases. This is explained previously with reference to the two systems of Kahneman. Our brain receives so many stimuli that we act unconsciously. In many techniques this is implemented to positively reinforce and indirectly suggest influencing behaviour. Fennis (2019) suggest that to change behaviour, the influence should be relatively subtle. This is most effective when people are unconscious, so that, as soon as people become more aware, the techniques becomes less effective.

In an article in Financieel Dagblad about influencing people in marketing, Spijkerman (2019) explains, that one of the most influential factors to change behaviour is to take away resistance. This can be done by acknowledging the resistance. An example of acknowledging the barrier is; on the label of a sustainable fashion brand: “we know that the price is higher, however this garment has a story”. In this way a fashion brand knows the barrier of the higher prices, acknowledges it and gives something in return.

However, Lara Peters (Love My Clothes for Milieu Centraal) remarks to stay away from negative arguments, because you confirm to it. Nonetheless negative information receives more attention and is remembered for a longer time, it discourages behaviour change (6). Anxiety results into a close down for receiving messages (Swankhuisen, 2019). Mentioning how bad fast fashion is can make people afraid and therefore ignore the message (7). However, Spijkerman explained to take away resistance, which can be done by acknowledging resistance. It is important to understand the difference between negative and barriers. Spijkerman talks about the barriers and Swankhuisen tries to explain to not give negative attention to a problem. Instead of saying how bad fast fashion is, a positive message can be given to sustainability (8). See the images, that display negative and positive ways of telling a message. Nonetheless, when you do want to finger-point (for example focus on how bad fast fashion is) it is advisable to directly ask for action (donation, give-advice on sustainability) (French, 2019; Swankhuisen, 2019).
Furthermore, according to Thaler (2003), our emotional state can influence our behaviour, people that are aroused are easily nudged. Nudges are subtle adjustments in the environment that unconsciously direct people in a favourable direction. The choice architecture (the way something is presented) influences behaviour. This is called libertarian paternalism (Thaler, 2003), important is that other choices are not taken away. There are many nudge techniques, examples are defaults and social proof heuristics. These techniques have been based on evolutionary mechanism in the human brain. With defaults is meant the status quo bias. People accept current situations, that overcomes the inertia of change. Social proof heuristics are based upon the idea that people make shortcuts to make sense of things. There are three types of heuristics.

First is anchoring, the perceived value of something can be steered by an initial, sometimes irrelevant, activity. Practically, this means adjusting a known fact to estimate or decide about something which is unknown. An example of this heuristic is asking 0,50 cents for a plastic bag at the cashier. Meaning an estimation is made based on an anchor that has nothing to do with the problem. Second is the increasing salience of desired option, events that more easily spring to mind will be more influential on our behaviour. This means that people make estimations based on the amount of experiences they have with something. For example, the more often you hear about sustainability the more you get involved and interested. For this heuristic mass marketing is often used. Third is representatives, the reliance on stereotypes (Thaler, 2003). For example, a consumer believes that a product is high in quality because of the looks of the packaging, that is designed to give a luxurious feel. People use this heuristic often in making assumptions.

Social influence is one of the most effective ways to nudge behaviour, this is defined as herd behaviour (12). Cialdini (1984) confirmed the social proof in his ‘Six Principles of Influence’. The five other principles are: Reciprocity (giving what you want to receive) (9), Scarcity (people feel a stronger need to have something if there is less) (10), Authority (people trust experts (credibility / attractiveness) (13), Consistency (nobody likes to break a commitment) (11). The theory was later expanded with: Unity (we are easier convinced with things that we have a connection to) (14). See the following visual images as examples to get a better understanding of the ‘Six Principles of Influence’

Another technique to change behaviour is via reinforcement. Reinforcement is an important concept in behaviour analysis. It was first used by Skinner (1948) when researching operant conditioning. Reinforcement is used to strengthen behaviour whenever that behaviour is preceded by a specific past stimulus. This can be done with adding, avoiding or removing stimulus. An example of reinforcement is when a product is already bought but to ensure that the consumer returns to the store, a point card is given. Another example is excellent customer services to keep the consumer satisfied. In practice it can also mean that an individual buys a product, and, when he is satisfied about the product (rewarded) the consumer will keep buying the product.

(9) = Reciprocity. & Other Stories, offers a discount code if you hand in textiles (giving what you want to receive)
(11) = Consistency. Creating loyalty, by means of being more than a product or a brand. Through sending a newsletter with information other than the products. Keeping the consumer satisfied and engaged.
(12) = Herd behaviour. ‘Most wanted’ and likes from other consumers, indicates popularity based upon others opinion. Other examples are ‘People also bought’ and reviews.
(13) = Authority. (eco) labels, provide a certain credibility.
(14) = Unity. Giving information about the designers inspiration creates a certain sympathy for a brand, a personal touch.
4.01 Communication channels

To communicate the message and to successfully change behaviour, different channels should be used. According to French, media channels are not enough. He gave as an example when trying to influence fashion buyers for retail stores, their professional magazines or professional associations would be a channel to influence them. When using advertisement as communication, a form of action needs to lead from it. Peters explained that for the Love My Clothes campaign, videos were most successful. Surprisingly a social influence event appeared to be not successful. However, Van Gaalen viewed social influencers as a chance to reach the audience by choosing the influencers that are popular in the target group. Another channel that is mentioned often is a collaboration with another party. In particular the fashion industry, the fashion industry is needed to change behaviour of the consumers. Instead of seeing the fashion industry as the big competitor. With the help of the government, who addresses fast fashion as a social problem, the current fashion industry can be a form of communication; through a certain collaboration with fashion brands. Another way of communicating is through interventions, which is a form of nudging. Without telling or taking away other options but by promoting the desired behaviour. The intervention needs to be easy, cheap, and, preferably in the field where the undesired behaviour takes place. See above an example of a litter-prevention program, with the nudge of green footprints, that push people to dispose their waste (15).
4.02 Target audience

As mentioned before knowing and understanding the group that you want to reach is very important. Acknowledging the strengths and drawbacks of the various models, my intention is to synthesis these theories into a single framework that encompasses all relevant aspects of consumer behavior. As such, I use each model but also add a unique dimension of analysis. Moreover, French proposed to go even deeper, by breaking the target audience (‘Vijf Tinten Groener’) into smaller groups who share the same behavior variables (knowledge, beliefs, current behavior and motivations). As not everybody is triggered with the same message, target segmentation is needed to find the right triggers and identify (emotional) barriers for the consumers. The biggest fail for a campaign is when the proposed target group does not feel attracted and therefore does not receive the message. Furthermore, about who the group should be for the campaign; Van Gaalen suggested to focus on a group that is encouraged to change, though for different reasons not yet buy sustainable clothes.

With the help of the CASI model, which is an instrument that has been used for government campaigns, the desired behavior and direction to the goal of the campaign for the specific target is defined. This model was useful to create a clear overview. In the first stage the purpose is to write down everything that is known about the undesired behavior and goal behavior (desired behavior). In the second stage, you do a thorough analysis about the physical and social environment. The third stage is to research the factors what makes the target group behave in the desired way. The fourth stage is deciding on the intervention strategy. Finally, the last phase is about the execution. This phase covers the communication channels. See the appendix for the model.

In the following diagram, the five segments of ‘Vijf Tinten Groener’ (Motivation, 2018) are divided into factors that influence them. These factors come from the characteristics of the different segments, which can be used when making a social marketing campaign. For the concept-product the focus was on one particular group of ‘Vijf Tinten Groener’ (as advised above by French): The Structure seeker. This group is the biggest from the five and for them sustainability in fashion is not yet something they require or act towards.

Social marketing

### Structure seeker
- **32 %**
- They are not intrinsically motivated, therefore it is important to make information about sustainability easily accessible and linked to personal benefits. Government policy and social duties should not be used as arguments to convince them. A personal approach and simple language works the best because then they can relate better. Important also, is to give them the feeling that everybody else is already sustainable, so that they feel the need not to fall behind. Seduce them with an offer they can’t resist. Give guarantees and certainty. The use of humor and Dutch celebrities works well.

### Developer
- **10 %**
- They are triggered to surprises and innovation. They are always active on social media and this should be used as a communication channel. For them it works best to give them the feeling of doing something interesting with others. The trigger should be self-development and joy. They like to be up-to-date and informed.

### Status conscious
- **23 %**
- For this group, it is important to inform them about sustainability, they are critical towards information. When informing, it is important to emphasize the personal benefits (comfort, technology and innovation). They don’t like authority, the informer should be equal. They have a weakness for the newest of the newest, and smart investments.

### Responsible
- **22 %**
- This group is already convinced. They are intrinsically motivated in sustainability. For them, it is best to trigger their intrinsic motivation and to let them explore the possibilities. The focus should be on improving the world together. Their current sustainable behaviour should be appreciated. Facts work better than trying to teach them. By telling them the story behind the clothes, insights about the production process and the materials that are used this group can be helped to make more sustainable decisions. Clear labels on the clothes work well for this group.

### Dutiful
- **13 %**
- To influence this group, it is important to inform them. They are critical to information and innovation. Hence, lack of knowledge is one of the reason that they haven’t changed. The focus should be on the family and the present. Simplicity works the best with examples. They are sensitive to authority (government) and this should be used for the communication. They should feel that they can change their decision whenever they want with no obligations.
4.03 Effective message

When aiming to stop the ‘problem’ behaviour, it is important to identify and replace the benefits they currently receive from doing it. In this case, it is important to look at the competitors, fast fashion or consumption of unsustainable fashion. It is not the companies that are the competition, but it is what fast fashion offers the consumer. Accordingly, fast fashion, is available, cheap, emotional engaging, social pressure etc. These ‘benefits’ can be used in the form of the message. Instead of being negative about the competitor, the same benefits can be given in the message. In practice this means, that the message gives availability to sustainable fashion, without giving the audience the idea it is more expensive and using celebrities that cause a certain social pressure.

According to Peters, positive messages work better than negative messages. Busch confirms this; mentioning that in general to change behaviour the advice is to approach the target audience in a positive way by showing examples of positive social norms. Pratkanis and Greenwald (1993) argue that a very positive message structured by credible sources generate the best chance of success. In addition, Bator and Cialdini (2000) identified more factors for a successful message. Examples are emotion and imagination, directness and relevance of the message, in combination with commitments to give the consumers the feeling of involvement.

The following example covers many of the above-mentioned criteria from Bator and Cialdini for an effective message. It is important to acknowledge that this campaign is commercial however, as said before, commercial and social marketing often use the same techniques. Nike shocked the world with its advertisement campaign in 2018 (16). A photo of NFL player Colin Kaepernick, (in)famous for sparking controversy when he knelt during the national anthem to protest against police brutality and racial injustice. The image features Kaepernick staring directly at the camera overlaid by the text, “Believe in something. Even if it means sacrificing everything. Just Do It.” This campaign, covers emotion (the story of the NFL player and the colors), imagination (the idea of never giving up, never stop dreaming), directness (it is a powerful line), relevance (Nike gets involved with current problematic politics) and it gives the audience the feeling of involvement by promoting living by your values.

4.04 Existing marketing campaign comparison

The following example is a social marketing campaign based on health, in particular obesity. However, this example is not quite the same as sustainability in fashion. Nevertheless, it provies interesting insights on how to make a successful campaign.

Change4Life was the first national social marketing campaign to lower obesity. It was launched in 2009, the purpose for the campaign was to change behaviour that leads to weight gain. It was a successful marketing strategy that reached 90% of the target families. Before making the campaign, they did research to get an idea of the reasoning food has in family life and the attitude towards diets. After this research, they made a segmentation into six groups based on their attitudes and behaviours. It was successful by creating an environment in which choices became easier. Research showed that people feel less attracted to government information, therefore they created the idea of making it a movement for everyone. To change the behaviours, the desired behaviours were promoted. For example, reducing sugar intake became the ‘Sugar Swaps’. The next step was to inspire people to change.

The purpose for this stage was to convince people that change was possible and already happening. The last step was supporting people as they change. This program provided encouragement, information and support. What worked well was that they worked together with different parties; the commercial sector, NGO’s and government departments. The identity of the campaign combined sending strong hard messages with a positive tone of voice which captured the attention of the public. Last but not least, they had an ‘Open source’ marketing; meaning creating sub-brands to let people feel that they are part of a bigger whole (NSMC, 2011).

This campaign had many strengths that made the campaign successful. With the research and theories used in the previous chapters, this campaign had many resemblances.

Before they started they did thorough research to divide the society into different segments. Furthermore, the message was positive, something that has been mentioned before as well. However, their weakness was that the communication language was focused on children, yet the execution was more on the parents. Through recognizing the strengths and weaknesses of this campaign, with the help of the research that is done and the theories that are used a clear dimension can be made for a successful campaign. Therefore, the following criteria should be considered: doing good research, making a clear segmentation of groups who are willing to change, collaborating with different partners and giving it a strong brand identity with a positive message.
The research that was conducted was to discover the factors that play a role to change the consumer, in particular in sustainable fashion. Subsequently, the report describes influencing the consumer through social marketing to change their attitude.

Because of the ‘rather new’ sustainability aspect of fashion, consumers are required to think more consciously, carefully and critically about their purchases. Fashion consumption has potentially detrimental effects on society and therefore requires that consumers start acknowledging the relationship between their purchases and the societal repercussions thereof. In order to make a successful social marketing campaign for sustainable fashion, we first looked at influencing consumers attitudes towards sustainable fashion.

During the course of this study, it became clear that motivations for buying fashion depend on many factors. While purchasing fashion there are internal factors such as personal beliefs, norms and values and external factors such as cost, social norm, capabilities, and physical. Additionally, emotion and symbolism (to be part of a particular group or to express individuality) are factors that have an influence on purchasing fashion.

Social marketing resembles commercial marketing, because of its marketing techniques. The biggest difference however, is that social marketing has the purpose to change behaviour and commercial marketing to sell.

Throughout the research, the social norm appeared to be essential for purchasing fashion. People are herd animals; they like to follow. This is important to keep in mind. The goal for the social marketing campaign, is to influence and change the behaviour for the benefit of individuals, groups and society as a whole. To eventually reach the rest of society, it is important to make segments. These segments are based on behavioural characteristics. By focusing on one particular group, the chance of changing behaviour is higher. Consequently, the more people change their behaviour, the more people will follow.

Furthermore, behaviour, especially fashion consumer behaviour, is directed unconsciously. Factors such as physical environment, habits and social dimensions are important to consider. By taking away the barriers, changing them into benefits and making the propose behaviour easier. To be most effective, only sending one-way information and expecting people to change is not enough, it is a process that takes time. The call to action should be positively communicated throughout every communication channel.

The final step of this research is a briefing for a social marketing campaign for the government; activating the ‘structure seeker’ target group to change behaviour. Ultimately, when the attitudes of fashion consumers become more positive, the first step towards sustainability is made. When the attitude is positive, this will influence the intention to actively buy more sustainable clothes and subsequently induce more sustainable behaviour.

It is in our nature to influence and to be influenced. Influencing consumer attitudes towards sustainable fashion can be successful with the help of a social marketing campaign that is considered with a nudge, including the knowledge of herd behaviour and divided into segments. In this way steps are made to change behaviour of the society.


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Appendix

System 1 and System 2 (Kahneman, 2011)

Figure 1: A Comparison of System 1 and System 2 Thinking

Vijf-Tinten-Groener model (Motivation, 2018)
Six concepts of social marketing (French, Russell-Bennett, 2015; International Social Marketing Associations, 2017)

Qualtrics measuring sample size for survey (Qualtrics, 2019)

CASI model (Rijksoverheid, 2019)
**Gedragstool:**
Consuming sustainable fashion

**Samenvatting strategie:**

**Welke strategie(s) is er?**
Accessibility, Enthusiasm, Social context/peer pressure

**Welke interventies zijn er?**
Entertainment, nudging, gamification.

Licht toe hoe je strategie en interventies inzet om je gedragstool te behouden.

Laten we echter zien hoe het kan!