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Haute école de gestion
Genève

The influence of nudging on consumer's sustainable choices in the fashion industry: a comparison between luxury and fast fashion

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by

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Executive Summary

The aim of this research is to help understand and analyse how the nudging theory can be used in marketing, more specifically in the fashion industry, to influence consumer's sustainable purchasing choices. Within the industry, special focus was put on fast-fashion and luxury fashion, to compare differences between both.

The research methodology relies on a complete survey conducted majorly in Europe. Throughout the survey, participants are asked to answer questions that define not only their demographics but also their profile as a buyer. Shopping budgets, buying criteria and channel preferences are also analysed. Sustainability is tackled to determine to which extent it is important to consumers and what concerning topics matter the most.

An experiment included in the survey was also realized, in which participants are asked to make buying decisions among several options of clothing. What they are not told is that, as similar as the choices may seem, they are being tested on the effectiveness of nudges applied to the presentation of those clothing pieces. The goal is to measure their impact compared to standard articles, in the context of an online shopping spree.

Besides the suggested effectiveness of nudges supported by findings, some interesting results regarding buying criteria, buying channels preference and monthly budgets are also described. In fact, it is unveiled that physical stores are still the predilect mean of buyers, that wealth is not synonym of higher monthly shopping budgets, and that trends and brands are not the most important when it comes to buying a new piece of clothing.

Focusing on the nudges, their effectiveness is suggested, and it is possible to distinguish between informational and visual nudges, whose impact differ. In fact, informational nudges, meaning long, detailed, and transparent explanations on the products' sustainable aspects, is more appealing to consumers than a green eco responsible label.

Finally, it is recommended to companies within the industry that they open doors and minds for creativity to improve customer in-store experience and to include the nudges, only currently used online. Foremost, it is strongly recommended that they invest in the creation of comfortable, stylish, and good quality material for sustainable products, which are the heart of consumers' requirements. More effort should be put into making the brands and their operations socially responsible, not only focusing on the materials used, but also, and above all, in human working conditions.

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1. Introduction

Nowadays, the world is constantly facing environmental challenges and sustainability has therefore become one of the most common concerns. This is true not only for individual consumers, but also for businesses that are starting to take it into consideration more seriously. Here, it is important to distinguish between actual sustainable (or future sustainable) brands and green washing, that is sometimes used as a marketing move to improve the brand image. The fashion industry, especially fast fashion, has faced several critiques and scandals regarding production, supply chain and raw materials that are being sourced unethically or unsustainably *(Bramley, Bramley 2021).* Therefore, businesses have been putting special attention and care into creating new sustainable collections and providing other types of services that fit the label. For their characteristics and operations, fast fashion brands have been at the heart of the public demand for sustainable options, and some seem to be responding quite well to it. However, such collections and concerns seem to be fewer when it comes to luxury fashion brands.

1.1 *Research question and objectives*

This research paper looks at different aspects within the fashion industry, which are:

- Sustainability
- Nudges when online shopping
- Fast fashion vs luxury fashion

The research and analysis that has been pursued goes through all points above, not separately, but crossing and interrelating them with the aim of understanding how they work together. Therefore, the goal is to test the concept behind this research, which is the nudge theory, especially when used for sustainable matters and applied to fast fashion and luxury. Therefore, the main research question is:

How are nudges influencing consumer's sustainable consumption choices on fast-fashion and luxury clothing?

A hypothesis has been formulated around it, and will be developed and answered further on:

Hypothesis: Nudges on sustainability are more effective in fast fashion than in luxury.

1.2 *Report structure*

In order to deliver a good and clear understanding of the subject, this report is structured in four main sectors:

- the literature review
- the research methodology
- the findings and analysis
- the discussion and recommendations.

The literature review sets the framework and the theoretical concepts used throughout the report. It explains the knowledge around the subject and the studies and conclusions existent, defining the gap that is meant to be filled with this research.

To provide an answer to the research question, primary and secondary data were collected and analysed. The procedure, the details of the gathered data and the encountered challenges are described in the research methodology section.

Subsequently, the findings resulting from the primary data collection, which was in the form of an online survey, are exposed and detailed in the findings section. The results whether confirm or contradict the hypothesis set at the beginning of the research process, leading to a conclusion to the main research question.

Finally, the discussion and recommendations combine and compare the results originated from the data collection and the literature review, aiming at filling the gap between both knowledge wise, drawing to recommendations to the industry and the conclusion.

2. Literature review

The process of reviewing the literature was broken down into smaller parts, such as the subtitles below. The methodology used was to list in bullet points all concepts to be tackled in this chapter, adding on when reading through the articles, before starting the writing of the literature review.

Firstly, it was looked at the theoretical concept supporting this research paper (the nudge theory), where studies around nudges in other industries and policymaking were found. Then, research was carried on about the two types of nudges used in this research and here, interesting existing studies were also found, with the aim of distinguishing and providing help to choose when it's preferable to use one instead of the other. Finally, the sustainability topic is tackled, with special emphasizes on the political agreements around it within the industry. The fashion industry and its categories fast fashion and luxury fashion are also explained and distinguished. While researching articles for the purpose of the literature review, a paper was found outlining a researched carried in an Asian country to evaluate the effectiveness of visual nudges in the H&M website. A gap was identified here, given that the study only concerned one brand and only focused on system 1s nudges. This research paper aims to fill this gap.s

There are several different definitions for marketing, and the concept has been evolving throughout the years. The understanding of marketing as being all about promotion, selling at large scale and persuading people to purchase things they don't need is still on top of mind of some consumers and businesspeople (Brenner 2021). However, even if it is true that one of the first goals of marketeers is to sell, already by 1960, Theodore Levitt enhanced the need for a marketing process to focus on satisfying consumer's needs and to be at the heart of business policies. Mostly due to the saturation of markets, this sets an important milestone to the modern marketing, going from an inward looking based on production to a much more outward looking focused on the consumer and brands. If these goals ally to the need of improving brand social responsibility and sustainability, it can also be used to (indirectly) impose, without mandating, more responsible choices on customers. This is where the concept of nudging becomes very close and useful to marketeers.

2.1 *The nudge theory*

As per Richard Thaler and Cass Sunstein's (2008), nudging is defined as "Any feature of the social environment that affects people's choices without imposing coercion or any kind of material incentive".

Following its definition, the nudge theory operates by architecting the choices for people that are believed to be beneficial to them (*Thaler and Sunstein 2008).* Nudges do not threaten freedom of choice, because no choice is restricted. They guide people's choices, which they would most probably have done anyway if they had the chance to put more thought and energy into it.

Past work has focused not only on nudge effectiveness but also on different types and distinctions of nudges. In this research paper, two distinct types will be used: informational and visual. In 2013, Hansen and Jensen distinguished nudges based on two thinking methods: System 1 and System 2. Figure 1 below represents the differences between both, as defined by Daniel Kahneman in 2011.

Figure 1 – System 1 vs System 2
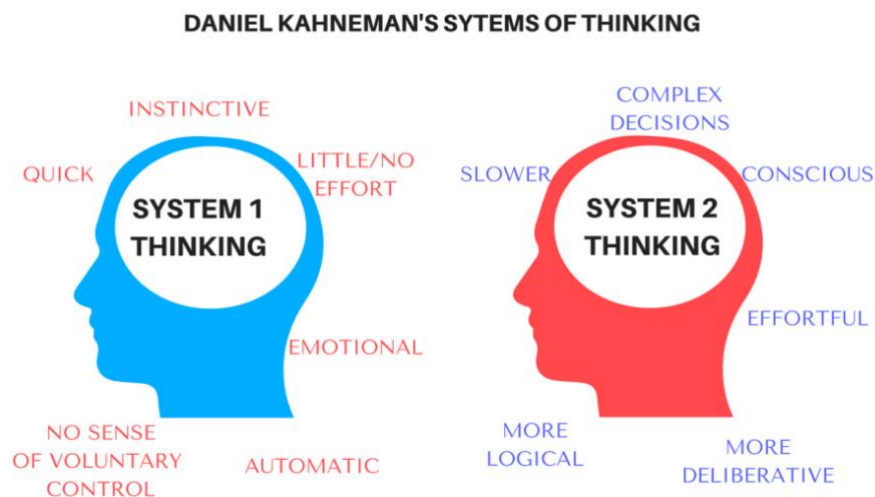
*Source: https://miro.medium.com/max/2400/1*kQdOtDv-7KolqkWPyQD0kw.png*

People Prefer System 2 Nudges (Kind of) from Cass R. Sunstein analyses both types of nudges, relying on a study which includes the examples given below. In the research paper, released in 2016, Sunstein suggested that "it might be tempting to prefer system 2 nudges, on the assumption that they show greater respect for individual dignity and promote individual agency" but it also shows that the preference for system 2 may shift when people are told that system 1 is slightly more effective.

2.1.1 Visual (system 1)

System 1 method of thinking is defined as rather automatic and intuitive. This means automatic actions such as knowing one's way around the house with the lights off. It just happens without the individual even being aware of it. It is purely behavioural and less cognitive. System 1 nudges are therefore automatic behavioural triggering, such as visual labels, as used in this research.

A common example of system 1 nudges are anti-smoking campaigns based on graphics and vivid images of people sick with cancer as a consequence of smoking. Such nudges can be found in cigarette packaging and in some physical adverts.

2.1.2 Informational (system 2)

On the other hand, system 2 is more thoughtful and considerate and therefore slower. For example, when an individual first learns how to do something or has to go through a deliberate processing to make a decision, system 2 is being used. For those reasons, system 2 nudges are seen as more respectful of the human cognitive capacities and provide statistics and information, such as the product explanations used in the survey.

Anti-smoking campaigns can also be a great example of system 2 nudges when they are mainly based on factual information, giving people statistical data about risks of smoking, number of related deaths and cancer diseases.

2.2 *The fashion industry*

From the opening of the trade route to the Far East in the 1300's, through the royal's image and popularity of fashion symbols and nationalist fashion, the industrial revolution and the trade of cotton, fashion has been responsible for innovation and historical milestones. However, it was only in the 1800's with the emergence of industrial revolution and the rising commercialisation that fashion evolved from a statement and a basic need to an industry. Textile technologies, innovation, prosper trade and advances in science enabled markets to form and grow exponentially *(Sterlacci and Arbuckle 2017).*

Know fashion capitals such as New York, Milan, Paris, and London remain the stages for fashion shows, however, Internet has enabled the industry to globally expand outside those cities. Additionally, to its role as profession provider and international industry, fashion is still also seen as an art, to some extent.

Overall, the industry answers different customers' needs: from the basic need of apparel to an identity need of expressing one's personality and aspirations to an art statement, with the rising opening of designer's museums.

The figure below compares the fashion pyramid to the Maslow hierarchy of needs, where we can see the drivers for the positioning of brands and markets, from so called fast fashion focusing on price to the opposite, luxury (starting from accessible luxury) rather focusing on uniqueness and quality, stepping away from a basic need.

Figure 2 – The fashion pyramid

Source: https://fashionretail.blog/2017/05/22/the-pyramid-of-fashion-social-approach/

2.2.1 Industry revenue

Fashion has now come a long way since its beginnings and is nowadays one of the biggest businesses worldwide, in terms of production, employees and economically (revenue and supply chains). In 2021, the revenue of the market was approximately of 3 trillion US dollars globally. Breaking it down into categories, fast fashion global market size in 2021 was of about 91.23 billion US dollars whereas the revenue of the luxury fashion market saw a represents around 108.4 billion US dollars in the same year, both recovering from a slump during the Covid-19 period *(Statista).*

2.2.2 Fast-fashion

Fast fashion is defined by the Oxford dictionary as "the inexpensive clothing produced rapidly by mass-market retailers in response to the latest trends". It allies aspects such as outsourcing manufacturing and mass production to lower costs and taking inspiration from fashion runways to rapidly reproduce the designs and deliver it to the physical point of sales in few weeks. Also, the introduction of several collections through the year, and not only seasonal collections, rises the sense of "here today, gone tomorrow", keeping costumers coming to the stores more often and disposing of the clothing to acquire new ones. Drawing on this foundation of quicker responsiveness, the fashion industry shifted from forecasting future trends to using real-time data to understand the needs and desires of the consumers (Jackson 2001), introducing fast fashion.

The perception of fast fashion varies among different generations. For example, Generation Y would prefer a higher number of low-quality, cheap and fashionable trendy clothes as compared to baby boomers, who would prefer to purchase fewer number of higher quality clothes (Crewe and Davenport 1992). From conservative consumers' perspective, fast fashion is viewed as a 'waste' because rather than buying one high quality item to satisfy a wardrobe need, consumers buy multiples that are cheaper and of lower quality and then throw old merchandise away as quickly as they bring in new ones (Sydney 2008).

As motivations and drivers for supplies and retailers to introduce fast fashion into the market are understood, there is still too little knowledge on the perception of fast fashion by consumers' point of view and their motivations on making purchasing decisions on disposable fast fashion items.

2.2.3 Luxury

The Oxford dictionary defines luxury as *"the fact of enjoying special and expensive things, particularly food and drink, clothes, and places"*. The Cambridge dictionary also defines luxury as a *"great comfort, and something expensive to have but that is not necessary"*. In this context, the term luxury can take on a negative meaning, linked to exaggeration. But it also brings us back to the fashion pyramid, placing luxury clothing at the top, on the opposite of necessity.

From these considerations, two different interpretations of the concept of luxury emerge: on the one hand, it portrays a form of ostentatious consumption that motivates the need to acquire the good to show status and wealth; on the other hand, it refers to the emotional search for gratification and personal satisfaction. Luxury in this case means giving oneself the best and seeking one's own pleasure and well-being. Through these definitions, it is understood that luxury can be perceived differently, depending on its category, on the social status of the individuals and cultural beliefs.

Within luxury, Allérès (1990) divided the market into three distinct categories that refer to different social classes: inaccessible luxury, intermediate luxury and affordable luxury. Inaccessible luxury is characterized by custom-made undoubtedly expensive products produced in limited numbers, distributed through a highly selective network, "the happy few", projecting consumers into a sense of rarity and exclusivity. Hence, inaccessible luxury is the tip of the pyramid.

Intermediate luxury products have a lower degree of uniqueness; they are produced in small quantities and distributed through selected sales channels, sold at a still high price but that does not reach the same levels of inaccessibility. This category includes ready-to-wear collections that better fit the idea of "new luxury". Brands used in the experiment of this research paper fit more into this intermediate category.

Finally, affordable luxury includes products that allow a wider range of consumers to get closer to the emotional experience of buying luxury products. The extension of luxury brand in categories such as perfumery, eyewear and cosmetics is a typical way to enter the world of luxury even for those who cannot afford to spend large amounts.

Luxury is therefore very much linked to brands, reliability, and durability, on the opposite of fast fashion. It promotes trust from costumers on the brands, with no fear of defects.

2.3 *Sustainability in fashion*

The need for sustainable consumption was initially highlighted at the United Nations Conference on Environment and Development in 1992, also known as the Earth Summit of Rio de Janeiro, where more than 100 political leaders agreed on a recommended list of development practices called Agenda 21 to address urgent problems of environmental protection and socio-economic development *(United Nations, 1992).* Following the Summit, the Oslo Symposium on Sustainable Consumption of 1998 set the definition of sustainable consumption and production (SCP) as "the use of goods and services that respond to basic needs and bring a better quality of life, while minimizing the use of natural resources, toxic materials and emissions of waste and pollutants over the life cycle, so as not to jeopardize the needs of future generations".

Focusing on the fashion industry, given that total greenhouse gas emissions from textiles production, at 1.2 billion annually, are more than those of all international flights and maritime shipping combined *(A New Textiles Economy - Summary of Findings | Shared by Fashion, Ellen MacArthur Foundation, 2017),* a clear need to bring awareness of these social environmental issues to the consumers and fashion companies is rising.

The recent Fashion Pact presented to Heads of State at the 2019 G7 Summit in Biarritz, brings together companies in the fashion and textile industry (fast fashion and luxury included) to commit on common key environmental goals. « The Fashion Pact was born out of the recognition that only collective action can change the environmentally harmful impact of the fashion industry. It is an unprecedented coalition, with peers, competitors, established brands, newcomers, high-end labels, mainstream retail chains, manufacturers, and marketplaces, all coming together to work hand-in-hand on the most pressing issues facing our planet." *(The Fashion Pact, 2020).*

However, even if it is known that fashion industry companies are tackling sustainability in their production, distribution, and promotion, we lack knowledge on how consumers respond to it. Therefore, nudges can be a promising tool for promoting a broad range of pro-environmental and sustainable consumption behaviours *(Sunstein 2014).*

3. Research methodology

A combination of primary and secondary data is necessary to deliver A complete understanding of the theory around the subject as well as of what is already being done in the industry.

3.1 _Secondary data_

Initial research, mostly detailed in the literature review section, was conducted to define the extent to which nudges are used in marketing, and more specifically in the industry of fashion. The goal was also to understand the share of sustainability concerns in the industry, both in luxury and in fast fashion. Research of top brands in both industries and what those brands have already changed and put in place around sustainability and environmental responsibility was used further in the primary data collection.

3.2 _Primary data_

The initial plan was to base the study on two sources of primary data: an experiment and a complementary survey, both answered by the same participants. The intention behind developing an online experiment was to simulate a real online shopping experience for participants. The objective was to provide the most realistic context as close as possible to an actual e-commerce platform, where participants would be asked to shop as they would usually do, without mentioning that the research is based on nudges or sustainability to avoid bias. As a complement to the experiment, a survey would be provided at the end, to draw the demographics of participants and to define their consumption habits when it comes to fashion purchases.

However, due to technical difficulties with the software and the academical license, adjustments to the original plan had to be made. It was then decided to abandon the idea of creating an experiment of the e-commerce platform simulation, keeping only the survey as a source for primary data. Nevertheless, to keep the same objectives and characteristics as initially planned for the experiment and to be able to answer the research question, it was decided to include, in the survey, questions where participants would be put in a context of online shopping and asked to choose clothing pieces as if they were buying them. The intention was to be as close as possible to an online

shopping experience, despite its limitations of not providing the realistic sense of a real e-commerce platform.

3.2.1 The survey

As explained above, primary data for this research paper consists of an online survey, with the objective of gathering information about consumer's preferences when purchasing clothing and testing their actual choices when asked to simulate a shopping experience.

The questionnaire was available in two languages: French, because most respondents were expected to be based in the French speaking part of Switzerland, and English, due to sharing the survey on social media, allowing a larger visibility and reach. Due to technical limitations, it was decided to provide options of female clothing only to avoid too much data and meaningless results. Therefore, and given that the survey was not only targeting female respondents, another version was also created for male participants. All possible answers and questions were the same in both versions, the only differences being the introduction and formulation of the questions to adapt the context to each gender; an example is displayed in the picture below.

Figure 3 – Differences between male and female version of the survey

| Male version | Imagine your female friend asks for your help to choose a top and a pair of jeans for her. Look at the 3 top options she presents to you and make your choice. |

| Female version | Imagine you want to purchase two new pieces of clothing that you need: a top and a pair of jeans. Take a look at the different options available and make your choice. |

For this reason, the first question of the survey was related to the gender, which then determined which version the participants would be facing. Respondents were automatically redirected to the adequate version when they selected male or female. In case of non-binary, the respondent was redirected to the female version, for no particular reason. The complete survey can be found in appendix 1.

3.2.1.1 Data collection

The online survey was prepared using Qualtrics, where all primary data was collected, stored, cleaned, and analysed, thanks to its multiple functionalities.

Once the survey was ready and approved by the mentor, the anonymous link was then shared to potential participants through direct message, students and workplaces group chats, social media such as LinkedIn, Facebook, and Instagram.

The survey was overall well received by participants who were given the access link to the survey. It was observed that the main source of data collection was a private women exclusive Facebook group composed of around 22 thousand female users, mostly coming from Switzerland French speaking cantons, France, Belgium, and few other European countries. The aim of the group is to offer a safe place for discussing all type of matters, either work, love-life, family, health, or daily life related, where all comments and help from group members are welcomed. Some conditions such as no selling of articles or no judging and insulting are applied and regularly monitored. This main data source explains the demographics distribution shown further in the report. The deliberate choice of sharing the survey among mostly female participants from Switzerland intended to guarantee the accuracy of brands used in the survey, as well as the receptiveness of respondents to the pieces of clothing proposed throughout.

It was launched on April 23rd and was publicly conducted for a period of three weeks, until May 13th, reaching a total of 311 participants. However, choices regarding the data that was acceptable to keep for the purpose of this report had to be made, given that several participants did not entirely complete the survey. Such choices lead to the following cleaning steps.

3.2.1.2 Data cleaning

Responses with under 10% completion, accounting for 28, were deleted as there was no significant data to keep (participants only answered the gender question). After consideration regarding responses with completion rates from 10% to 30%, it was decided to keep them. Afterall, the conclusion was the following: even for such responses where participants did not go further enough in the survey to answer the experiment part, their contribution regarding brands, budget and consumption criteria was still useful to the analysis and such data could still be included.

When all the data had been cleaned and sorted, a total of 282 participations was used for the analysis, with completion rates between 11% and 100%, as displayed in the following table for full transparency.

Table 1 – Participants completion rates of the survey

Completion rate	Number of participants (N)
11%	11
13%	2
16%	3
26%	4
37%	1
50%	2
58%	5
68%	1
82%	1
84%	2
87%	15
92%	2
100%	233

3.2.1.3 Comments and observations

During discussions with some respondents and after reviewing some of the open questions answered throughout the questionnaire, some clever comments and suggestions were made, which are worth mentioning in this report, as they may impact the quality of the data collected. The following points are the most common ones that stood out from the observations:

1. The length of the survey (which can explain part of the partial completion rates)
2. The visible brands in the clothing pieces pictures, which may have influenced the choices of some individuals
3. The different style of pictures (if the clothes are worn by a model or not), which may also have influenced some choices
4. Being forced to choose one of the options as there was no option to tick none of the above, which is not necessarily useful because individuals ended up picking an option anyway with a valid reasoning
5. The quality of the pictures when taking the survey on a mobile device

4. Findings and analysis

For the structure of the result's analysis, the questions of the survey have been gathered into three main axis which represent the different focus points of the research:

- Demographics
- Consumer behaviour
- Shopping experiment

It is important to remember that not all participants completed the survey entirely until the end. Hence, the number of respondents considered for each question is always mentioned. The detailed report with all answers can be consulted in appendix 2.

4.1 *Demographics*

Considering all 282 respondents, 249 answered in French, whereas 33 did it in English. Both questionnaires were identical in terms of content. Regarding demographics questions, it is important to remember here that only the gender was asked at the beginning of the survey, whereas all other personal questions were asked at the end.

4.1.1 Gender

Among the 282 respondents, 253 are women and 28 are men, representing a distribution of 90% and 10% respectively. There was only one non-binary individual (0,35%) and no respondent preferred not to say. The large share of women is explained by the social media groups where the survey was shared, some of them being women exclusive.

Figure 4 – Gender distribution

Male   Female   Non-binary   Prefer not to say
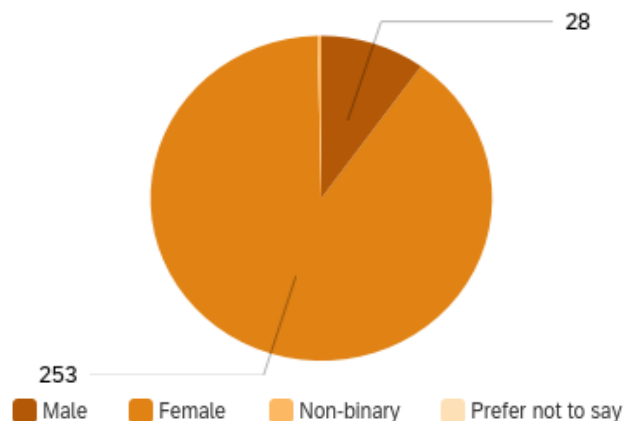
233 respondents

4.1.2 Age

Around 84% of the 233 respondents that reached the age question at the end of the survey, belong to an age range between 21 to 47 years old. Narrowing down to a range of 21 to 33 years old, it represents 67% of the overall 233, with 24 years old being the most answered age, as shown in the figure 2 below. Figure 4 below only displays the 15 most common age groups, whereas overall answers ranged from 15 to 67 years old. Outlier ages from 15 to 20 and from 48 to 67 represent a smaller proportion of the respondents with 3% and 13% respectively.

Figure 5 – Age distribution – 15 most common age groups
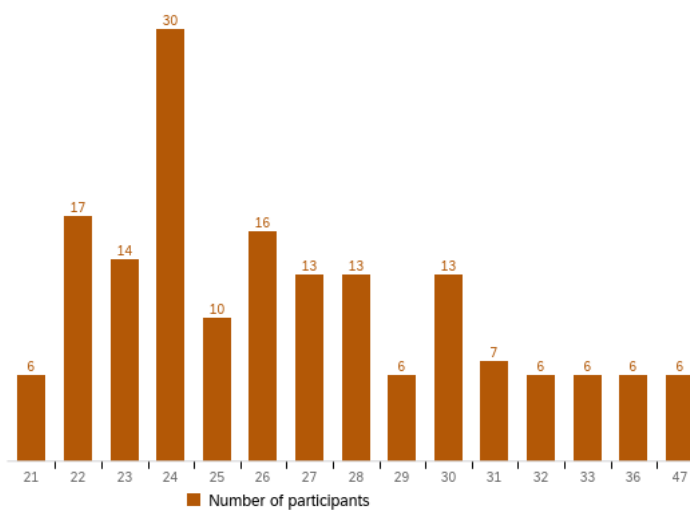
233 respondents

When looking at data filtered by gender, it is noticeable that the mean is slightly different for female (32,15) and male (29,96) respondents. The mean for all 233 participants is in-between, at 31 years old. The only non-binary respondent is 33 years old.

Table 2 – Age statistics by gender

Field	Male	Female	Non-binary	Prefer not to say
Minimum	21.00	15.00	33.00	0.00
Maximum	60.00	67.00	33.00	0.00
Mean	29.96	32.15	33.00	0.00
Count	25	207	1	0

233 respondents

4.1.3 Geographic

As expected, the majority of the 233 respondents are living in Switzerland, which means around 91%. Few participants are also living in other European countries, as the distribution in figure 5 shows. Participants living outside of Europe are not displayed in the figure below because they only represent 2,5% of the total but the list can be found in the full report in appendix 2. The results of this question are quite satisfactory, given that the choice of which brands to use in the survey relied on the expectation that most respondents would be living in Europe, which was confirmed.

Figure 6 – Geographic distribution

Switzerland
91%, 212

■ Belgium (0%, 1)   ■ France (4%, 9)   ■ Germany (1%, 2)   ■ Italy (0%, 1)

■ Spain (0%, 1)   ■ Sweden (0%, 1)   ■ Switzerland (91%, 212)
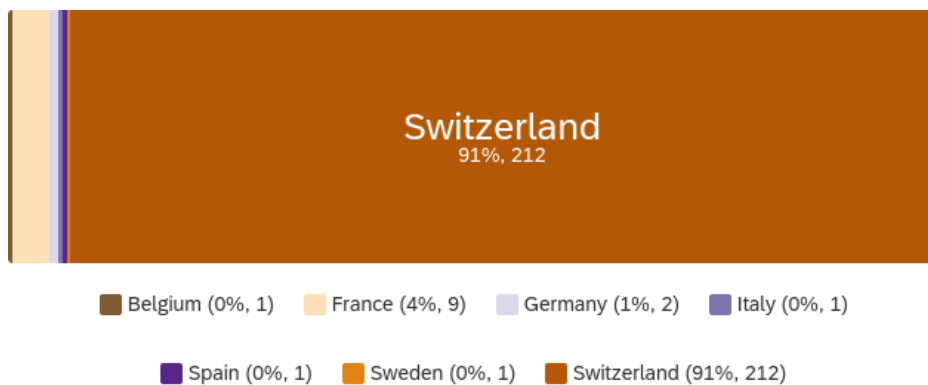
233 respondents

4.1.4 Revenue

In terms of income, at question "What is your annual revenue?", participants were asked to choose their corresponding range among the 5 propositions represented in figure 6. These answers are helpful to understand the impact of income level on consumer's choices of brands, if any, and the importance of the item's price for buyers, which will be discussed further on. Undoubtedly, this question is strongly related to the age of participants: the younger they are, the lowest the revenue class is expected to be. Given that 67% of respondents are between 21 and 33 years old and that 70% have a revenue fitting in the two lowest ranges, we can say that both metrics are indeed related.

As displayed in figure 6, most answered range (86 answers) is 30'000 to 60'000 swiss francs, representing 37% of all respondents. Yet, it is not completely fair to affirm that this range stands out from the others; the range right above (60'001 to 100'000 swiss francs) represents 24% of participants and the one right below (below 30'000 swiss

francs) represents 33%, which are a big share as well. On the other hand, regarding higher income levels, only 5,5% have an annual revenue of 100'001 francs or more.

Figure 7 – Revenue range
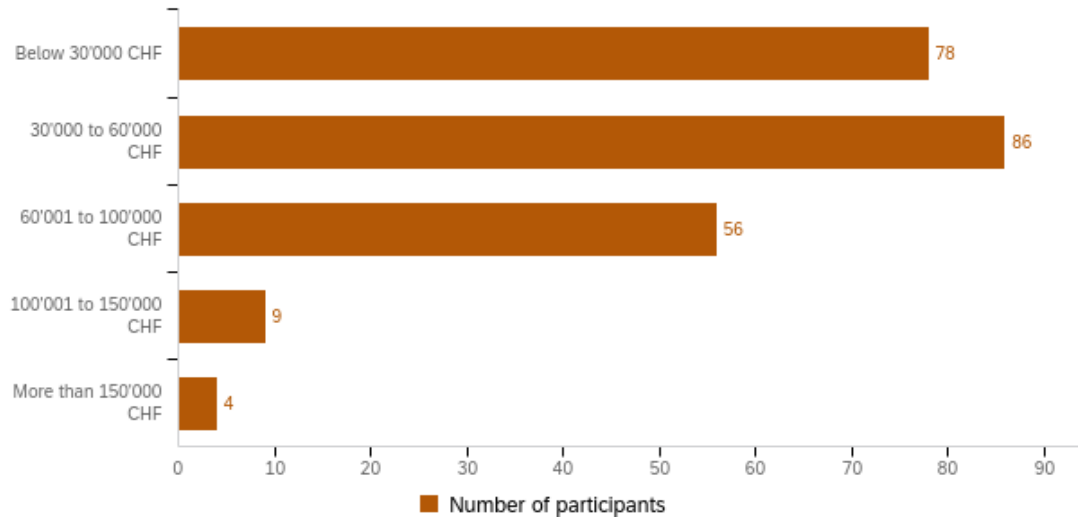
233 respondents

4.2 *Consumer behaviour*

One of the goals of the survey, along with the experiment part, was to define certain characteristics of consumer behaviour when it comes to buying fashion articles. Through some questions related to buying practices and preferences, it was also intended to tackle and elucidate two points:

a) The profile of each buyer: fast-fashion buyer, luxury buyer or both
b) Participant's responsiveness to sustainability

Both points were approached the same way: not directly asking participants what type of consumer they are or if they buy sustainable options or not. Instead, it was preferred to define those characteristics indirectly through other questions, as we know one's perception of himself is not always the most truthful and reliable.

Such results were then compared to the experiment outcome, in order to establish whether respondent's buying behaviour applies to their actual choices on a real shopping experience or not. For that reason, it was decided to begin with the personal questions to set the profiles, followed by the shopping experiment.

4.2.1 Brands

To approach point a) and define the different buyer profiles, research was conducted online to gather several brands of different price levels to be included in the survey. Respondents were asked the following question: "What fashion brands do you usually shop your clothes, shoes, and accessories?" and expected to tick the boxes with no limitation in the number of brands selected. The option to tick "other" and provide other brands was also given to participants. Among the brands available, 10 were fast fashion and 10 were luxury.

Figures 7 and 8 below show the number of answers that each brand received from all 282 participants. Overall, fast fashion brands were ticked 796 times, whereas luxury brands were ticked 120 times, which is a significant difference. Such difference is not surprising, as luxury buyers are usually wealthier, and most respondents fall in a lower category of annual revenue level.

Figure 8 – Number of answers for fast fashion brands
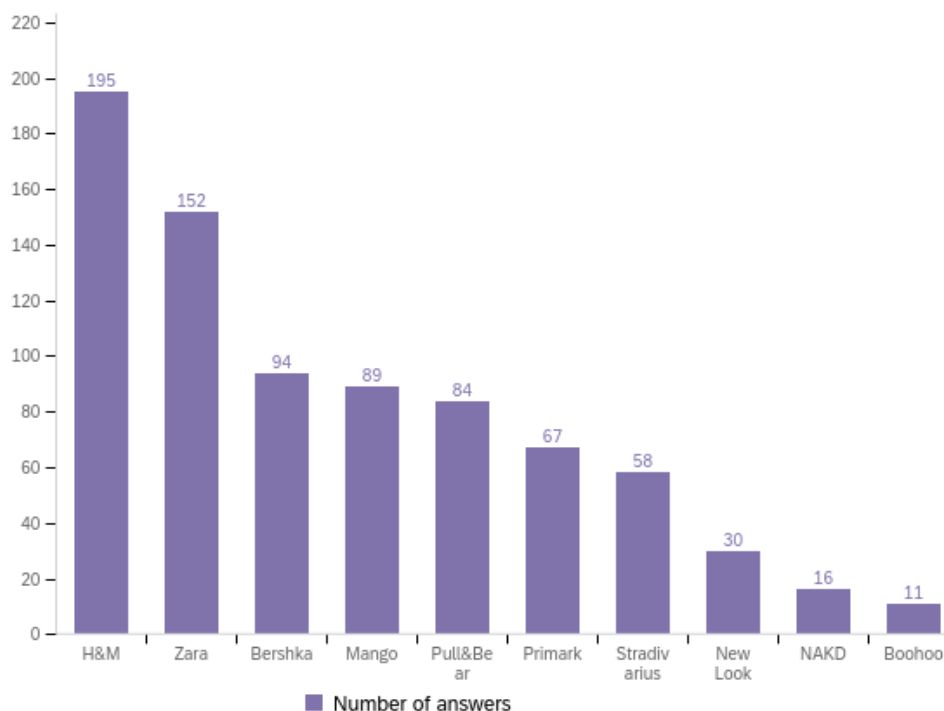
282 respondents

Figure 9 – Number of answers for luxury fashion brands
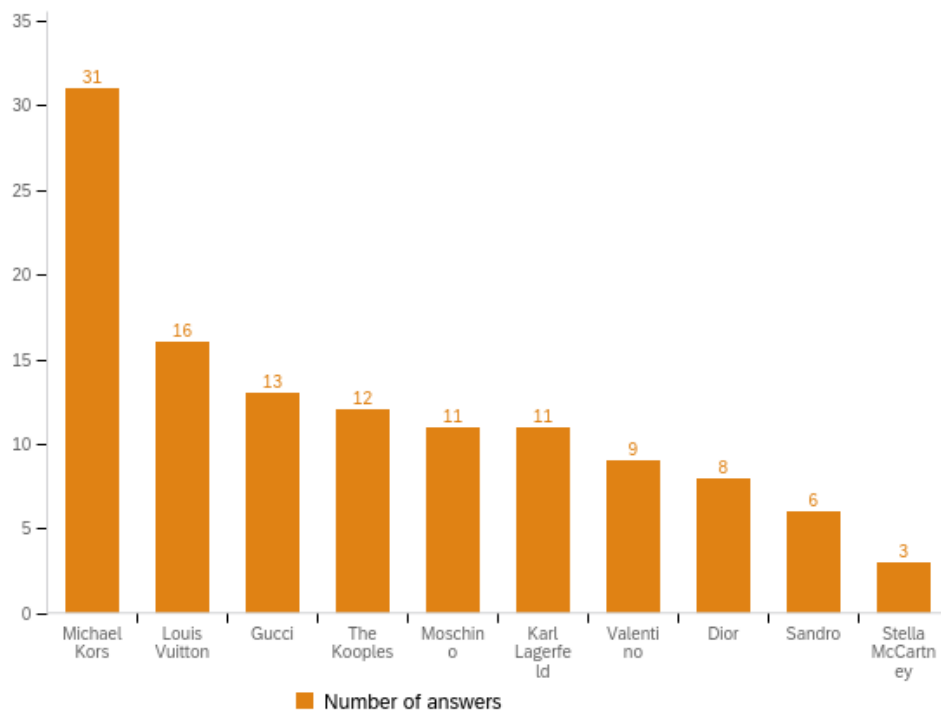
282 respondents

The option "others" was chosen 125 times and an extensive list of brands was entered by participants. After careful analysis of those brands, 4 of them were already proposed in the ticking boxes, which may be due to some inattention of the participants. These were not taken into consideration and not re-entered in the graphs because it does not change the interpretation of the data. Among the answers, which can be found in detail in appendix 2, some interesting ones that are not actual brands are worth being highlighted:

- 11 participants mentioned Zalando, which is an e-commerce platform and not a brand itself
- 10 people entered "second hand clothes", digital apps that sell second hand or thrift shops. Almost all 10 respondents here fit in the revenue range of below 30'000 swiss francs, which most probably means that it is not a choice for sustainable reasons but rather regarding affordability
- 4 respondents answered that they do not care about brands
- One participant, in the revenue range of more than 150'000 swiss francs, answered "designer shoes and bags and cheaper for the rest"

4.2.2 Buying channels

Results for the question "What is your preferred channel when shopping for clothing, shoes and accessories" are quite surprising, especially in a post Covid-19 period. The most unanimous channel, which follows a rather normal distribution through the levels of preference, is physical stores.

As displayed in figure 9, around 58% prefer them a great deal and percentages gradually decrease until only 11% who do not prefer it at all.

Among the other two online channels, there is no distinct evidence for which one is the least preferred given that there is only a gap of 0,8% between them. Nevertheless, e-commerce platforms seem to be favoured in comparison with brand websites or applications, the latter having its greater scores in the lowest ranks of preference.

Figure 10 – Level of preference for buying channels
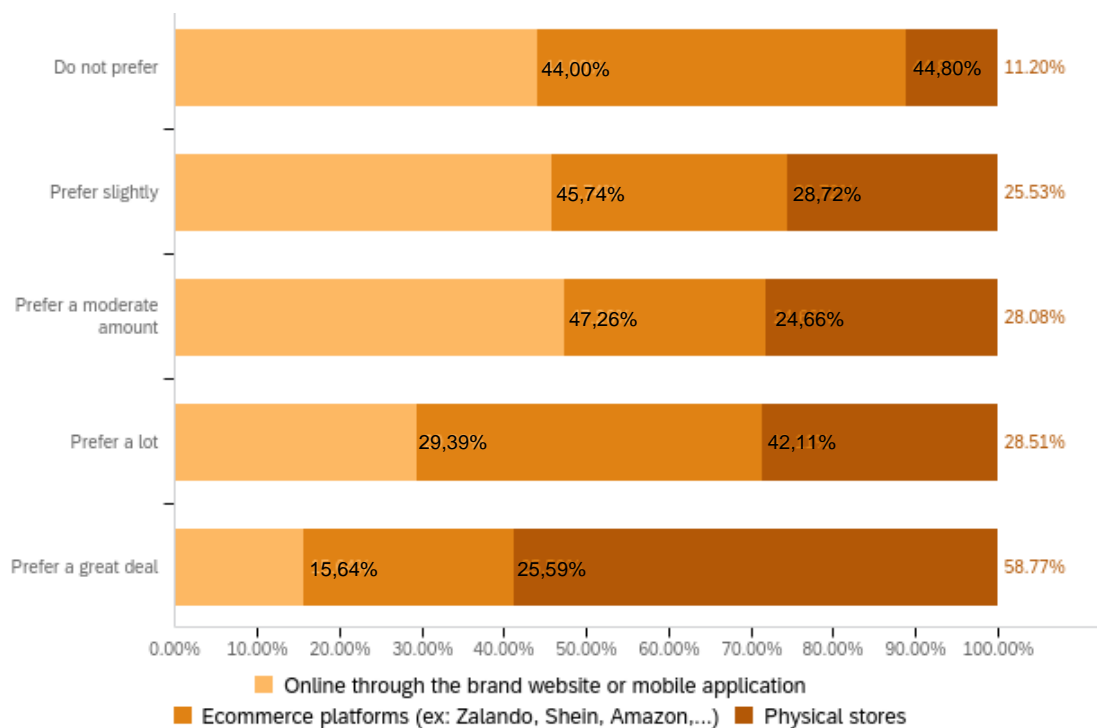
269 respondents

Taking a closer look at online buying channels, given that the experiment was based on an online shopping experience, participants were asked to choose the platforms where they usually shop. An exception was made for participants who said previously that they

do not prefer e-commerce platforms at all, for whom this question was not displayed because it would not be relevant.

It is visible from figure 10 that all platforms present a large gap between participants never using them and those who do, even if it's only sometimes. The only exception is Zalando, where we can find the lowest percentage for the "never use" option. This could be explained by the fact that most respondents come from Switzerland and Zalando is undoubtedly the most known platform in the country. Especially when put to test with other platforms such as Farfetch or Asos, that are most known in the United Kingdom, for example. Besides Zalando, it is important to mention that all other platforms present a quite high percentage of "never use" even if all participants in this question previously said that e-commerce platforms are among their preferences. This could be explained by the fact that the e-commerce platforms available on the survey to choose from were not exhaustive. However, the opportunity to enter other options here was also given to respondents, but it did not receive any so we do not have the information of what other platforms could be considered.

Figure 11 – E-commerce platforms use
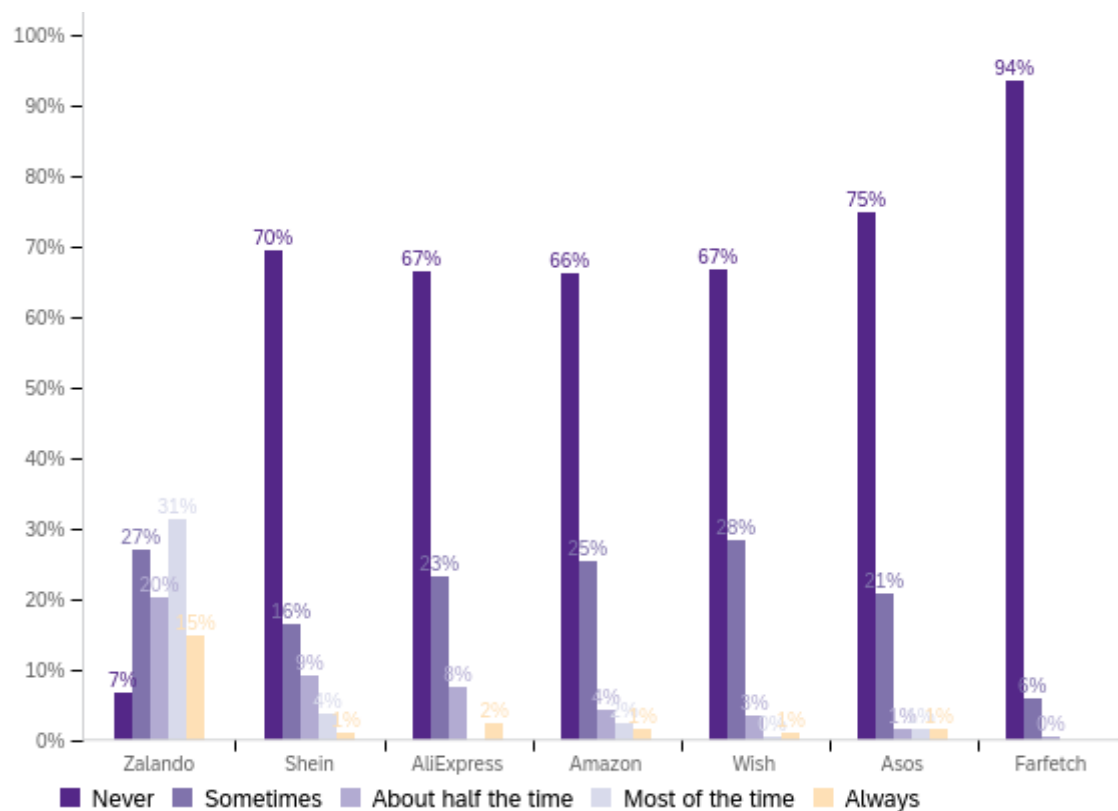
210 respondents

4.2.3 Buying criteria

The request here was to rank eight given criteria when buying a certain product by level of importance. The focus was to understand how consumers make their purchasing decisions, but especially to understand the importance of sustainability in their choices. Such information is further useful when putting nudges on sustainability to test on the participants that give low importance, or none, to this specific criterion. Special attention was also put in criteria such as price and promotional offer since data regarding revenue levels was collected and it is possible to try to understand how both are related.

According to figure 11, price is the only criterion that did not receive any answers as not important at all. However, size is the most extremely important criterion. With the purpose of better analysing, if we gather the two highest ones (extremely important and very important), criteria can be ranked as follows: size (88,3%), price (61,4%), availability (56,2%), fashionable (48,3%), sustainability (37,6%), promotional offers (34,8%), trends (23%) and brand (13,3%). This suggests that, even if sustainability is considered, some practical aspects of the clothing pieces have a bigger weight on the decision making.

Figure 12 – Buying criteria by level of importance
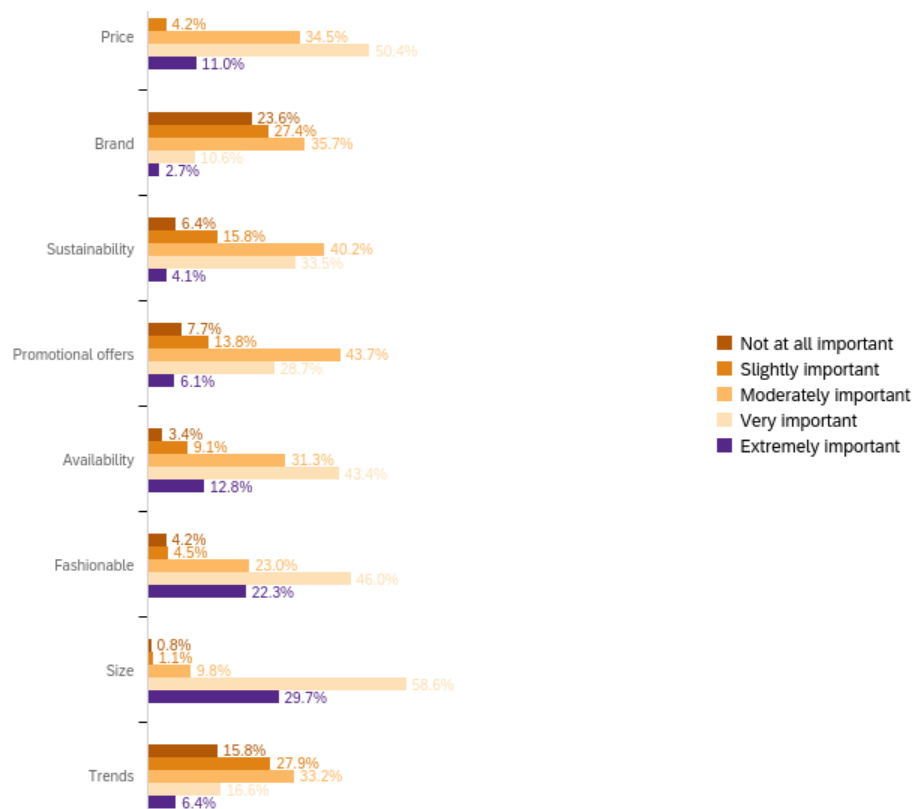
266 respondents

4.2.4 Monthly shopping budget

Asking participants their average monthly shopping budget helps understand whether they are luxury or fast-fashion consumers better than solely looking at their revenue. In fact, it is not because one has a higher income level that one is spending more on clothing and accessories.

Figure 12 represents the share of budget range among the 233 respondents. Most commonly, participants have a budget between 50 to 150 swiss francs per month (51,1%), or less than 50 swiss francs (27,8%).

Figure 13 – Monthly shopping budget
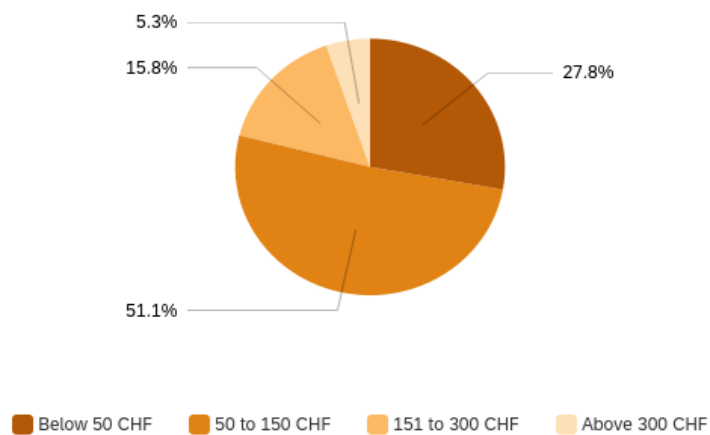
233 respondents

As expected, the lower share goes to a budget above 300 swiss francs with only 5,3%. Given that 5,5% of respondents affirmed to have a revenue of 100'000 swiss francs or above, it could be expected that both metrics correspond to the same participants. Table 3 shows the results of merging this data with annual revenue levels data and they are quite surprising. However, correlation calculations were not carried, and analysis relies only on the transposing of two data sources (income and budget),

For the three highest income ranges, most participants have a budget of 50 to 150 swiss francs, this range being the most popular monthly budget, even for annual revenues below 30'000 swiss francs. Budgets above 300 swiss francs are mainly for individuals with revenue from 60'001 to 100'000 swiss francs, contrarily to what was expected.

Table 3 – Monthly shopping budget and annual revenue

Field	Below 50 CHF		50 to 150 CHF		151 to 300 CHF		Above 300 CHF	
Below 30'000 CHF	48.44%	31	32.23%	39	16.22%	6	18.18%	2
30'000 to 60'000 CHF	31.25%	20	38.84%	47	48.65%	18	9.09%	1
60'001 to 100'000 CHF	20.31%	13	22.31%	27	29.73%	11	45.45%	5
100'001 to 150'000 CHF	0.00%	0	5.79%	7	2.70%	1	9.09%	1
More than 150'000 CHF	0.00%	0	0.83%	1	2.70%	1	18.18%	2
		64		121		37		11

233 respondents

4.2.5 Sustainability

Sustainability related questions were only asked after the experiment section. Given that the survey and experiment were not introduced with its real purpose (testing the nudges on sustainability) to avoid bias, the same intention was present with the positioning of such questions. Participants are expected to be more attentive to sustainable products if questions about sustainability are presented to them before, which does not represent a real-life context, where participants are in principle not briefed on sustainability before their usual shopping spread.

First, the goal was to understand if participants would choose a sustainable article instead from their favourite brand, if participants have favourite brands and if they trust them, so the expected was to find positive answers. However, the most important criteria selected above sustainability were price, size, availability and fashionable.

Figure 13 below shows evidence that this is true for these participants. More than half of 235 respondents would consider it sometimes, against 22% that would always purchase the sustainable option instead.

Figure 14 – Purchase of sustainable instead of standard articles?

Always (22%, 52)   Sometimes (56%, 131)   Never (1%, 3)
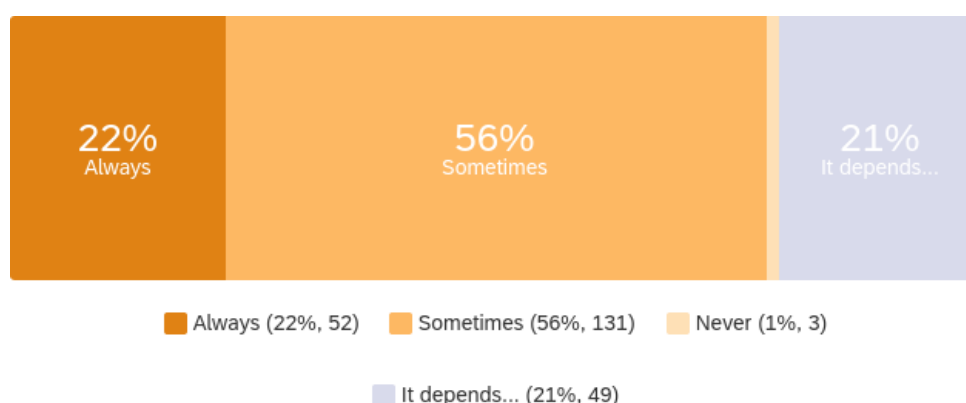
It depends... (21%, 49)

235 respondents

The most interesting is the 21% (which is close to the always share) who selected it depends and generously entered their arguments. After carefully analysis of all answers entered, participants are mostly unanimous in their reasons, as some aspects always stand out. By order of importance, following participants' opinions, what could weight on their decision is:

- The price difference between standard article and sustainable (price)
- If the look/style of the article is pleasant to them and suits them (size, fashionable)
- The quality and the material of the product

Some other participants also mentioned that they have a hard time believing that new items from "conventional" brands are sustainable. One respondent also affirmed that it is important that brands which we like, respect, and support our convictions.

What could be highlighted here is that participants are open to sustainable options, but it is up to the brands to be transparent and prove that they really are and to offer quality and price worthy sustainable pieces.

Table 4 compares the likeliness of preferring sustainable articles with the share of importance of sustainability as a shopping criterion, based on the 235 participants' answers. About 71% of respondents who answered "it depends" when asked if they would prefer the sustainable option find sustainability moderately to very important. This supports the highlighted point in the paragraph above, suggesting that brands should really focus on developing and improving the criteria that can actually impact the choice of costumers, given that demand and interest for sustainability seem to be present.

Table 4 – Likeliness of preferring the sustainable choice vs the importance of sustainability as a criterion

Field	Not at all important		Slightly important		Moderately important		Very important		Extremely important		Total
Always	3.85%	2	9.62%	5	32.69%	17	42.31%	22	11.54%	6	52
Sometimes	5.34%	7	16.03%	21	41.98%	55	34.35%	45	2.29%	3	131
Never	33.33%	1	66.67%	2	0.00%	0	0.00%	0	0.00%	0	3
It depends...	12.24%	6	16.33%	8	48.98%	24	22.45%	11	0.00%	0	49

235 respondents

As sustainability is an ensemble of several different topics, it is important to understand which matter the most. Participants were asked to rank the 6 topics present on figure 14 by order of importance for them. Gathering positive indicators 1 to 3, the topics are ranked from most important to least as following: human rights, animal welfare, waste reduction, climate change, recycling, and pollution.

Figure 15 – Sustainability topics that matter the most
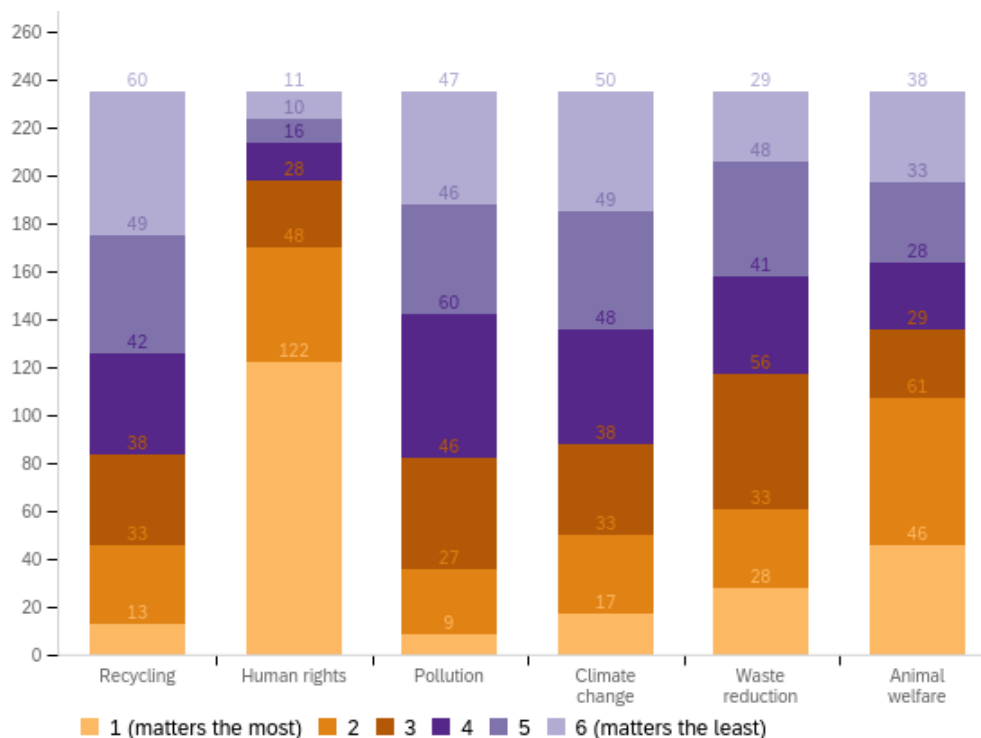
235 respondents

These results are relevant for this matter as some of these topics (human rights, waste reduction) directly imply the apparel industry and its recent scandals over the years.

4.3 *Experiment*

The experiment section intended to reproduce the original idea of creating a fake website experience for participants. Instead, questions were included in the survey that allowed individuals to choose clothing articles in a context of online shopping, with no determined budget.

Several scenarios were developed in the experiment: visual (system 1) nudges, informational (system 2) nudges and standard articles (control) with no information on the product.s

To avoid as much as possible answers due to price differences between the articles or due to their style, similar items with similar prices were used. However, for two of the items, the black top and the white T-shirt, the standard product is deliberately cheaper than the sustainable ones to test whether nudges can influence consumer's choices despite a higher price.

The challenge when creating the experiment was to find concrete examples of visual and informational nudges that would fit in the criteria of items that were needed. As well as finding useful pictures that would not be too revealing of the brand behind to also avoid choices because of the brand. The latter was almost impossible to achieve, given that some pictures displayed the brand, and others have such a strong brand visual identity that they are easily recognisable.

For each choice, participants were also asked (not compulsorily) to provide explanations to justify them. Those comments were filtered and gathered by choice (A, B or C), as shown in appendix 2. In tables 5 to 8, topics and comments for the most voted options, that stood out, either by frequency or pertinence, were gathered to help understand the decision-making process and evaluate to what extent nudges were effective, if so. After gathering explanations, the approach is to transpose them with the buying criteria voted earlier in the survey to evaluate its reliability.

4.3.1 Fast fashion

For fast fashion articles, brands such as H&M, Zara, Pull&Bear (Zalando) and Bershka (Zalando) were used, given their popularity. Informational nudges are common on Zara's website, whereas visual nudges can be found more frequently in all the other ones.

4.3.1.1 Black top

Figure 16 – Which top would you choose?
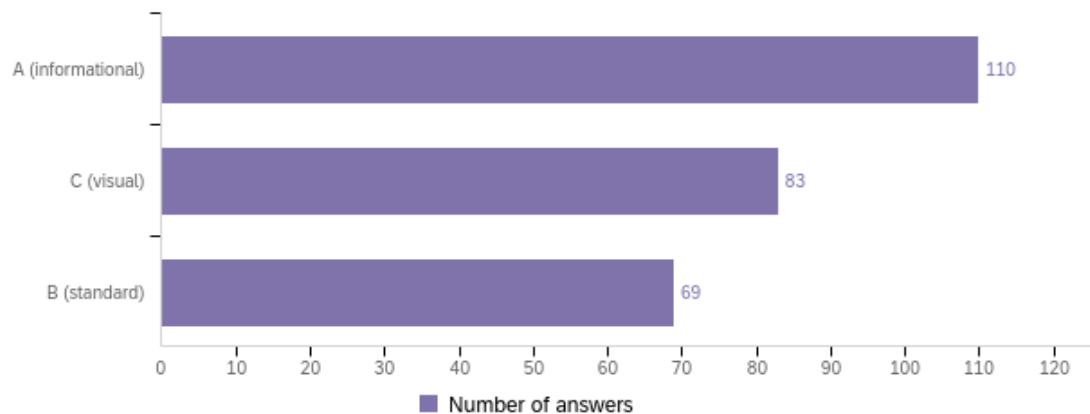
262 respondents

Even if the standard article (B) was the cheapest one (62% cheaper than other options), around 73% of participants still chose the sustainable ones.

First, this is contradictory to the choice of buying criteria. As a reminder, price was designated the second most important criterion by individuals. This could have different interpretations; participants have a distorted idea of what's most important for them when shopping, which is arguable, given that they are the ones choosing so they should be able to correctly determine their criteria; or nudges on articles A and C had an impact on the decision-making process of 193 participants out of the 262.

Second, the product with informational nudge is the most voted, however, it is not possible to affirm that this is solely due to the nudging effect. Instead, it is preferable to look at the explanations given by participants.

Table 5 – Participant's reasons for choosing article A

Explanations	Frequency	Comments
Style, shape	31	
The visual, the image, the model	13	« Vu porté sur la mannequin » (6) / Easier to imagine / « La photo m'a donné envie »
Sustainability (eco responsible)	12	Water saving / Fabrication écologique
Clean and detailed explanation	10	Mise en valeur (3) / « Joli visuel » (2)
Size, how it fits	8	
Material, quality	5	
Cheap, affordable	2	
By elimination	2	
Not fan of other brands	1	
More expensive = better quality	1	

64 explanations

Table 5 ranks style, visual presentation, sustainability, and detailed explanation as the main reasons why participants chose item A. Besides style of the product itself and the visual presentation, which is brand related, sustainability and the detailed explanation are mostly due to the informational nudge, raising the awareness of participants to the production methods of the fabric.

4.3.1.2 Jeans

Figure 17 – Which pair of jeans would you choose?
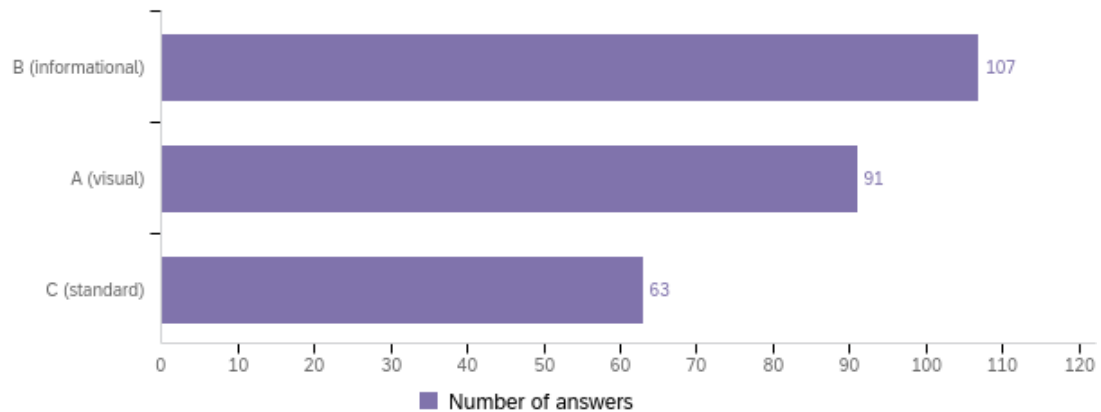
261 respondents

Regarding the jeans option, all prices were the same to avoid bias. For that reason, it was less expected that the standard option would be popular, which was confirmed. The same results as per the previous fast fashion article are found. 198 participants, out of 261, have chosen the articles for which nudging methods were applied. Informational nudges seem to be more effective, such as for the black top.

Once again, such data is only relevant when looking at the participant's justifications of their choice. For this type of product, style metrics seem to be as important as for the top. Sustainability and the detailed explanations have a slightly higher share and are respectively second and third most common answers.

Two interesting comments made by two respondents who have mentioned the amount of detail and sustainability as the factors influencing their choice raises two important points:

a) The explanation of the production methods is coherent even if there is no visible label, which means that it is convincing by itself. This point could be further developed into the way of going around labels to convince customers of the brands convictions.

b) When all products are at the same price, then the production method is favoured, which was the initial expectation for same level priced articles.

Table 6 – Participant's reasons for choosing article B

Explanations	Frequency	comments
Style, shape, colour, trend	34	
Sustainability (eco responsible)	14	« Tous au même prix donc fabrication »
Clean and detailed explanation	12	coherent explanation even if there is no label
Material, quality	9	
The image, the model	7	
By elimination	4	
Size, how it fits	4	
Not fan of other brands	2	
Cheap, affordable	1	
Keyword vintage	1	

44 explanations

4.3.2 Luxury

For luxury items, after online research, the chosen brands were Calvin Klein, Vivienne Westwood (Zalando), See by Chloé, Sandro (Zalando), Karl Lagerfeld and Maje (Farfetch).

4.3.2.1 T-Shirt

Figure 18 – Which T-Shirt would you choose?
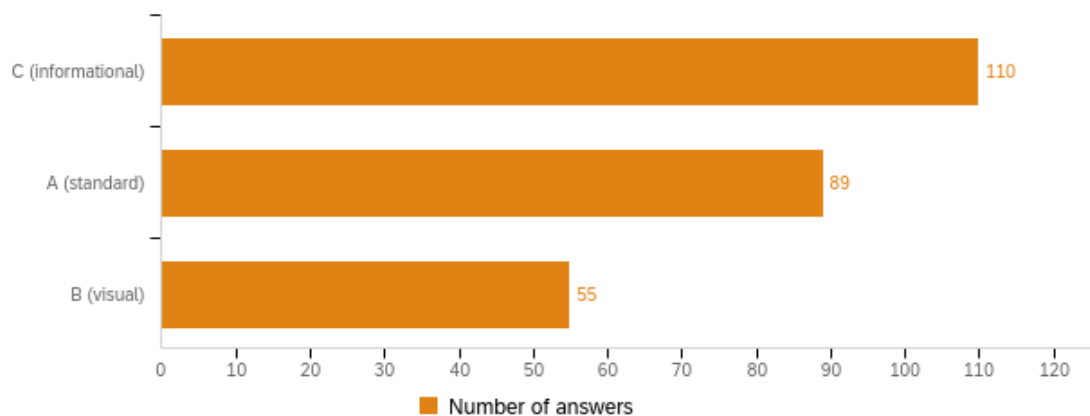
254 respondents

When it comes to high priced articles, the level of expectation for the most affordable product to be chosen is higher. However, once again, this argument is not supported by the survey results. Nevertheless, even if this time standard article is not the least chosen option, informational nudge is still the favoured article by 110 respondents among 254.

Looking through participant's comments, style and shape was definitely the main reason, but the sustainability and explanation aspects were also taken into consideration. Transparency was also highlighted by a respondent.

Table 7 – Participant's reasons for choosing article C

Explanations	Frequency	comments
Style, shape, colour, trend	52	But too expensive (4)
Sustainability (eco responsible)	11	« La mention éco-responsable qui protège également les employés et les petites mains qui travaillent dans la production des biens est plus importante pour moi que d'avoir un simple coton bio »
Clean and detailed explanation	7	Transparency
Material, quality	4	
Cheap, affordable	1	Cheaper
Love the brand	1	
Not fan of other brands	1	
By elimination	1	
No logo or brand on it	1	

64 explanations

4.3.2.2 Jacket

Figure 19 – Which jacket would you choose?
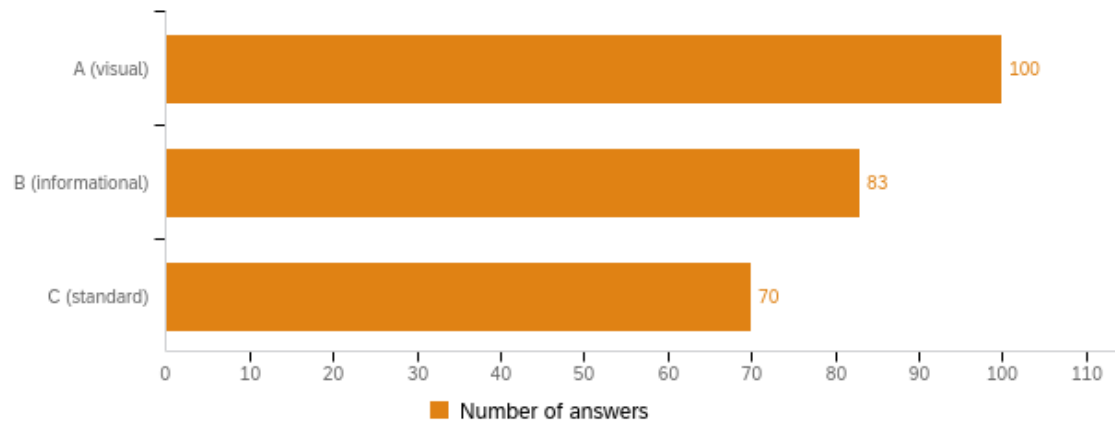
253 respondents

For the first time in the experiment, the product with visual nudging is the most answered for the choice of jacket. However, the standard article is once again the least favourite, but, as a reminder, all prices were at the same level.

The author's choice of suggested three jackets could be questioned, given that several participants pointed out that they did not like any of the items, so they chose randomly by elimination.

However, some valuable data can still be retrieved from table 8. Not surprisingly, style and shape is the main reason for the decision made and sustainability comes along as well.

Given that this is a leather jacket, some comments were made about vegan leather not being as sustainable as people may believe and that real leather is synonym for gool quality material. The brand also stood out, as some respondents, based their choice on its overall quality reputation.

Table 8 – Participant's reasons for choosing article A

Explanations	Frequency	comments
Style, shape, colour, trend	28	But too expensive (2)
Sustainability (eco responsible)	13	« Cuir mais éco-responsable »
Material, quality	8	« Parce qu'il est en cuir véritable au risque de me mettre les véganes à dos » « Cuir végane c'est une arnaque et c'est pire pour la planète »
By elimination	7	Don't like any or too expensive
The brand	5	
The image, photo	4	
Clean presentation, amount of details and information	2	Not too much, just what's needed
Cheap, affordable	1	
Not fan of other brands	1	

48 explanations

5. Discussion and recommendations

5.1 *Key findings*

The findings resulting from the research and the survey that was conducted are complementary, meaning that they are mostly not contradictory and show evidence of trustworthiness. It is important to mention that all recommendations and conclusions should be understood in the light of consumer intent to buy, as it was not possible to measure actual buying behaviour.s

As nudges are defined as tools to architect choices for people that are believed to be beneficial to them without imposing them (*Thaler and Sunstein 2008),* an experiment seemed to be the right way to test those choices architecture types.

Given that the experiment on its own would not provide enough information to understand consumer's behaviour, several questions were asked to define and shape consumer's buying behaviour and criteria. The survey was useful to understand the demographics of participants, which may right away create assumptions and expectations for the following research points.

In fact, there is evidence that wealthier respondents are not the ones spending more money on clothing purchases on average. This could mean that those individuals are either more interested in more affordable articles, despite their wealth, or that they are buying more consciously and less often. As discussed in the literature review, it is assumed that, for materialistic and emotional reasons, middle classes tend to be more willing to spend on high end brands, urging for a sense of belonging to a wealthier class.

Surprisingly, physical stores seemed to be the preferred buying channel of consumers, far ahead of e-commerce platforms and websites or mobile apps, opening doors for improvement and for creative in-store experiences. However, given the post Covid-19 period, it can be assumed that consumers are happy to be able to shop physically again and that stores are still a promising and timeless buying channel. Despite that, online channels are not completely forgotten and still largely used.

Research question: How are nudges influencing consumer's sustainable consumption choices on fast-fashion and luxury clothing

First, to be able to evaluate the extent of nudges' effects regarding sustainability, it was important to verify whether they really have an influence on consumer's choices or not. Through manipulation of prices, which are one of the main criteria for buyers, it was possible to identify a certain influence. On the contrary of what it may be assumed by rational thoughts, consumers do not always prefer the cheapest options, all other characteristics being equal. This is where nudges had their share of influence.

When comparing both types of nudges used in this research, informational nudges (system 2) seem to be much more effective than visual nudges (system 1). Comments about appreciating the level of transparency and enjoying being able to make decision with all information available were made by participants.

Hypothesis: Nudges on sustainability are more effective in fast fashion than in luxury.

The experiment results show evidence that hypothesis 1 is true, but only to a certain extent, given that there is not enough data to test it. Indeed, for all the two fast-fashion articles (black top and jeans), the options presented with nudges were chosen more frequently by participants compared to the standard item. This shows that nudges are truly effective, but it then needs to be compared to luxury.

For both luxury products situation, even if the standard leather jacket was the least favourite of participants, the same does not apply to the white T-Shirt. In that case, the standard T-Shirt was the second choice of participants, behind the one presented with informational nudges, meaning that other criteria offset the visual nudge.

Therefore, it is possible to affirm that, to the extent of this research and subject to further development, nudges on sustainability are more effective in fast fashion then in luxury.

5.2 *Recommendations*

Following recommendations are supported by the results of the survey and by the comments of the participants, which shed light on some particular points not fully developed but worth mentioning.

Companies, especially apparel retailers, should focus more on communicating transparently about their environmentally friendly and socially responsible actions.

As far as supply chains are concerned, technology can help them monitor all steps as well as providing evidence to their consumers of what they are doing right. Given that most consumers are still skeptical about large companies being able to produce sustainably, transparence is key, and points that still need improvement should also be openly communicated instead of being hidden. This way, customers will more willingly engage with the brands and bond.

Efforts should also be put into creating sustainable pieces that are comfortable, stylish and of good quality, as those criteria are still the most cherished and crucial for consumers. As understood, prices are not the only aspect stopping consumers of buying rather sustainable products, so brands should further investigate and develop all other criteria as well.

In a digital world, it is essential that companies stay aware that physical stores are still at the heart of consumers when it comes to clothing. The in-store experience should continue to be enhanced and improved, allied to technology. Nudges should not only be used online and there is even more room for creativity and for making a difference when including them to the physical stores.

Use nudging tools (especially system 2) for educating and raising awareness, not only with the aim of increasing sales. Some brands, fast fashion but also luxury, could really use the opportunity to redeem their social reputation and decrease their negative environmental impact.

6. Conclusion and limitations

This research paper aimed at understanding and analysing how the nudging theory can be used in marketing, more specifically in the fashion industry, to influence consumer's sustainable purchasing choices. More specifically, it looked at the effectiveness of intent to buy of two different types of nudges: system 1 and system 2.

As far as nudges were concerned, they appeared to be the most effective in almost all circumstances and results were satisfactory and up to the expectations. System 2 nudges are suggested to be the most effective, supporting Sunstein's theory that people preferred them because they are more respectful of the human capabilities and offer greater results in the long term.

6.1 Limitations

An interesting opportunity to further research would be to test consumer actual behavior, as this report only looks at and relies on intent to buy, which represents a limitation to the reliability of the findings.

Some other limiting aspects of this research rely on the lack of participants, especially luxury buyers. Research has already been done on materialistic consumer types but applying it to luxury fashion would allow to narrow down consumer profiles and different according behaviours.

Another limiting aspect, that also reduces the reliability of the findings is the fact that several brands were included in this survey, and, when recognisable, brand lovers and brand haters participation may influence the results.

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Appendix 1: Survey in the English version

English ⇕

Welcome

Choose in which language you prefer to take this survey

Choisis dans quelle langue tu préfères répondre à cette enquête

Final year student of the International Business Management bachelor at the HEG Geneva, this survey is part of my thesis research on the fashion industry and marketing.

All data collected will be treated anonymously and only in the scope of this thesis research.
If you have any further questions regarding my work, you can contact me at vania.leal@etu.hesge.ch

Thank you for your time and your participation!

Question 1

Gender

○ Male
○ Female
○ Non-binary
○ Prefer not to say

Question 2

What fashion brands do you shop your clothes, shoes and accessories?

Boohoo	Louis Vuitton
Michael Kors	NAKD
Mango	Zara
Pull&Bear	New Look
Primark	Stradivarius
Bershka	Dior
Moschino	Sandro
H&M	Stella McCartney
Valentino	Karl Lagerfeld
Gucci	The Kooples
Others:	

Question 3

What is your preferred channel when shopping for clothing, shoes and accessories?

	Do not prefer	Prefer slightly	Prefer a moderate amount	Prefer a lot	Prefer a great deal
Online through the brand website or mobile application	O	O	O	O	O
Ecommerce platforms (ex: Zalando, Shein, Amazon,...)	O	O	O	O	O
Physical stores	O	O	O	O	O

Question 4

Through what e-commerce platforms do you usually shop?

	Never	Sometimes	About half the time	Most of the time	Always
Zalando	O	O	O	O	O
Shein	O	O	O	O	O
AliExpress	O	O	O	O	O
Amazon	O	O	O	O	O
Wish	O	O	O	O	O
Asos	O	O	O	O	O
Farfetch	O	O	O	O	O
Other:	O	O	O	O	O

Question 5

When selecting a product what criteria is most important for you?

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Price	O	O	O	O	O
Brand	O	O	O	O	O
Sustainability	O	O	O	O	O
Promotional offers	O	O	O	O	O
Availability	O	O	O	O	O
Fashionable	O	O	O	O	O
Size	O	O	O	O	O
Trends	O	O	O	O	O

Question 6

What is your average monthly shopping budget? (clothing, accessories, shoes)

O Below 50 CHF
O 50 to 150 CHF
O 151 to 300 CHF
O Above 300 CHF

Imagine your female friend asks for your help to choose a top and a pair of jeans for her. Look at the 3 top options she presents to you and make your choice.

Imagine you want to purchase two new pieces of clothing that you need: a top and a pair of jeans. Take a look at the different options available and make your choice.

Article A

HAUT CÔTELÉ

Haut à encolure ronde et bretelles.
Voir plus

NOIR I 4174/318

12,90 CHF

S
M
L
GUIDE DE TAILLES

AJOUTER AU PANIER

VOIR DISPONIBILITÉ EN MAGASIN
LIVRAISON, ÉCHANGE ET RETOURS

Article B

Débardeur en coton
CHF 7.95

Article C

Bershka
Débardeur - black

CHF 12.90

Question 7

Which top would you choose?

○ A
○ B
○ C

Now look at the different pairs of jeans and choose the one you would purchase.

Article A

PULL&BEAR
Super high waist stretchy skinny jeans - J...

CHF 35.90

Article B

COTON ORGANIQUE

Le coton organique ou « Ecologically Grown Cotton » est cultivé en utilisant des fertilisants et des pesticides naturels.

L'utilisation de ces méthodes de culture naturelles est plus respectueuse par rapport à l'eau et à la biodiversité du milieu, ce qui permet aux agriculteurs d'intégrer les cultures de coton avec des cultures vivrières comme par exemple les oranges, les tomates ou le curcuma.

De plus, dans les plantations de coton organique ou « Ecologically Grown Cotton », on évite l'utilisation de semences génétiquement modifiées, ce qui contribue à préserver la biodiversité

JEANS SKINNY VINTAGE

HIGH RISE - SUPER SKINNY - ANKLE LENGTH

Jeans en tissu élastique avec taille haute style vintage et cinq poches.

Voir plus

BLEU MARINE | 9374/022

35.90 CHF

32	Coming soon
34	
36	
38	
40	
42	
44	

Ce produit taille plus petit que d'habitude.

GUIDE DE TAILLES

AJOUTER AU PANIER

Article C

Jean skinny taille normale Elsa
SFr. 35.95
3 Couleurs

Question 8

Which pair of jeans would you choose?

○ A
○ B
○ C

Question 9

Could you briefly explain why you made those choices? This is not a compulsory question.

☐ Black top

☐ Jeans

Considering that the budget is higher than before, your friend now wants you to help her pick a new T-shirt and a jacket. Look at the articles available and make your new choices.

Considering you have a higher budget and need a new T-shirt and a jacket, look at the articles available and make your new choices.

Article A

New Season
Calvin Klein
logo-print short-sleeve T-shirt

100 CHF

Article B
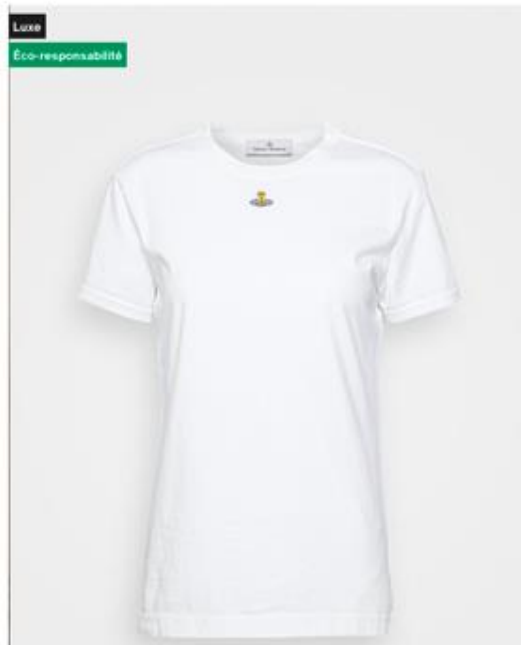
Vivienne Westwood
PERU - T-shirt basique
CHF 140.00 TVA incluse

Couleur: **off white**

Article C

PRODUCT DETAILS

Cropped t-shirt for women main
material: 100% Organic cotton
Care: Gentle wash 30°C/Reduced
dry clean P/Professional wet
cleaning, mild process

Fit: Boxy
- White ruffle top
- Slip-on

An organic cotton farming system
sustains the health of soils,
ecosystems and people by
eliminating the use of toxic and
persistent organic pollutants and
increasing water conservation.

SeeByChloé

BOXY CROPPED T-SHIRT

Cropped t-shirt for women in
organic cotton. The boxy silhouette
has dropped shoulders trimmed with
romantic frills to elevate the relaxed
attitude.

CHF 135

Question 10

Which T-shirt would you purchase?

○ A
○ B
○ C

Now take a look at the jackets available and choose the one you would buy.

Article A

Luxe
Éco-responsabilité

sandro
SIOUXIE - Veste en cuir
CHF 560.00 TVA incluse

Couleur: noir

Article B

KARL X AMBER VALLETTA ODINA BIKER JACKET

€ 545

Rock-chic and sustainable, the iconic Odina biker jacket has been reimagined in eco-friendly vegan leather.

Colour: **Black**

DESCRIPTION

"I love that it's made with a vegan material and naturally dyed. It's super-chic and the perfect timeless piece" - KARL Sustainability Ambassador Amber Valletta. The KARL x AMBER VALLETTA collection has inspired a range of seasonless styles crafted using environmentally conscious and sustainably sourced materials. This effortlessly cool jacket features classic biker detailing, including metal zips and branded snap buttons, for signature rock-chic attitude. The must-have piece is made from eco-friendly, plant-based leather – a vegan alternative to leather expertly engineered by Desserto".

- Vegan alternative to leather created by Desserto° (Country of Origin Mexico)
- Recycled nylon zipper at front closure
- Recycled polyester branded lining
- Multiple zips and branded snap details
- Partly recycled metal alloy snaps
- KARL x AMBER VALLETTA embossed logo
- Manufactured in Turkey

The influence of nudging on consumer's sustainable choices in the fashion industry

Article C

Maje
leather biker jacket

559 CHF

Question 11

Which one would you purchase?

○ A
○ B
○ C

Question 12

Could you briefly explain why you made those choices? This is not a compulsory question.

☐ White T-shirt

☐ Leather jacket

Thank you for your choices. Only few questions left...

Question 13

If your favourite brand had sustainable choices, would you purchase them instead of standard articles?

○ Always
○ Sometimes
○ Never
○ It depends...

Question 14

What sustainability topics matter the most to you?

Items	Rank from most to least important
Recycling	
Human rights	
Pollution	
Climate change	
Waste reduction	
Animal welfare	

Question 15

How old are you?

Age

Question 16

In which country do you currently live?

Question 17

What is your annual revenue range?

○ Below 30'000 CHF
○ 30'000 to 60'000 CHF
○ 60'001 to 100'000 CHF
○ 100'001 to 150'000 CHF
○ More than 150'000 CHF

Appendix 2: Report of survey results

Question 1: Gender
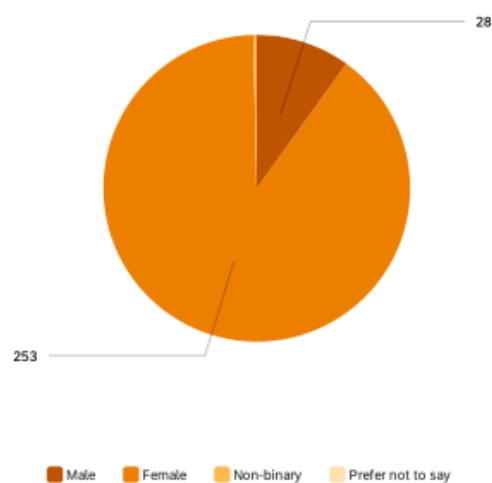
Field	Choice Count	
Male	9.93%	28
Female	89.72%	253
Non-binary	0.35%	1
Prefer not to say	0.00%	0
		282

Question 2: What fashion brands do you shop your clothes, shoes and accessories?

Fast fashion brands
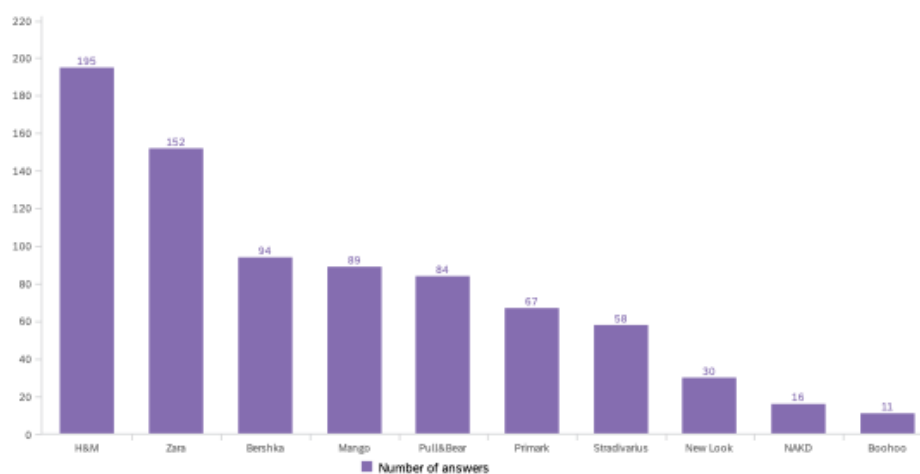
Luxury brands
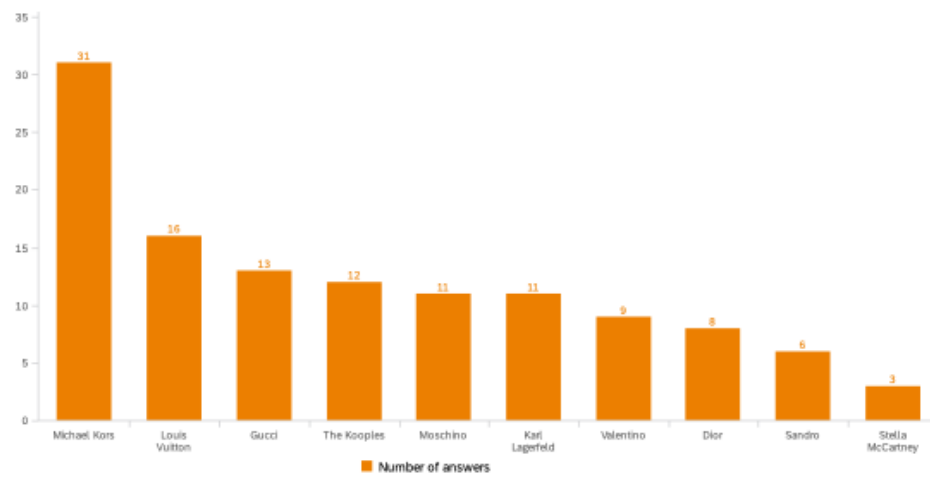
Number of answers for "others"

Field		Choice Count	
Others:		12.01%	125
			1041

OTHER answered brands	Answers	OTHER answered brands	Answers
C&A	12	Vans	1
Zalando	11	New Yorker	1
Second hand	10	Online low price	1
Chicorée	6	Uniqlo	1
Nike	6	Naf Naf	1
No brands	4	Gémo	1
Adidas	4	Tommy Hilfiger	1
Vero Moda	4	Garcia	1
Only	4	Yendi	1
Desigual	3	Cartoon	1
Promod	3	Geox	1
Levi's	2	Benneton	1
The North Face	2	La Redoute	1
Asos	2	Dosenbach	1
Massimo Dutti	2	Patagonia	1
Esprit	2	Carnaby	1
Guess	2	Liu Jo	1
Pretty Little Things	2	Miu Miu	1
Jack&Jones	2	Bash	1

Shein	2	Maje	1
Ralph Lauren	2	Bonobo	1
S. Oliver	1	Zizzi	1
Softinos	1	Yves Saint Laurent	1
Néo sens	1	Zebra	1
Bayard	1	Minelli	1
Carhartt	1	Maison123	1
Voëgele	1	Monki	1

Question 3: What is your preferred channel when shopping for clothing, shoes and

accessories?
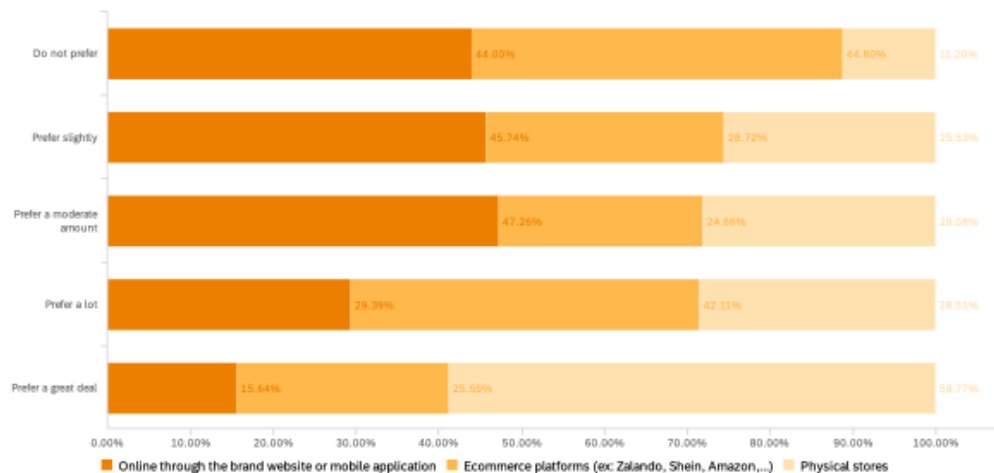
Field	Do not prefer	Prefer slightly	Prefer a moderate amount	Prefer a lot	Prefer a great deal	Total
Online through the brand website or mobile application	20.60%	16.10%	25.84%	25.09%	12.36%	267
Ecommerce platforms (ex: Zalando, Shein, Amazon,...)	20.82%	10.04%	13.38%	35.69%	20.07%	269
Physical stores	5.22%	8.96%	15.30%	24.25%	46.27%	268

Question 4: Through what e-commerce platforms do you usually shop?
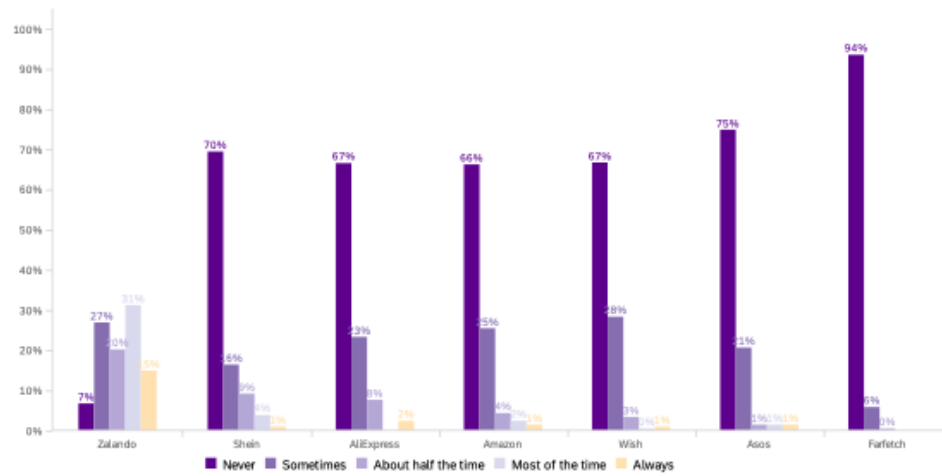
Field	Never		Sometimes		About half the time		Most of the time		Always		Total
Zalando	6.73%	14	26.92%	56	20.19%	42	31.25%	65	14.90%	31	208
Shein	69.57%	144	16.43%	34	9.18%	19	3.86%	8	0.97%	2	207
AliExpress	66.67%	140	23.33%	49	7.62%	16	0.00%	0	2.38%	5	210
Amazon	66.35%	138	25.48%	53	4.33%	9	2.40%	5	1.44%	3	208
Wish	66.83%	139	28.37%	59	3.37%	7	0.48%	1	0.96%	2	208
Asos	75.00%	156	20.67%	43	1.44%	3	1.44%	3	1.44%	3	208
Farfetch	93.69%	193	5.83%	12	0.49%	1	0.00%	0	0.00%	0	206
Other:	73.56%	64	14.94%	13	6.90%	6	3.45%	3	1.15%	1	87

Question 5: When selecting a product what criteria is most important for you?
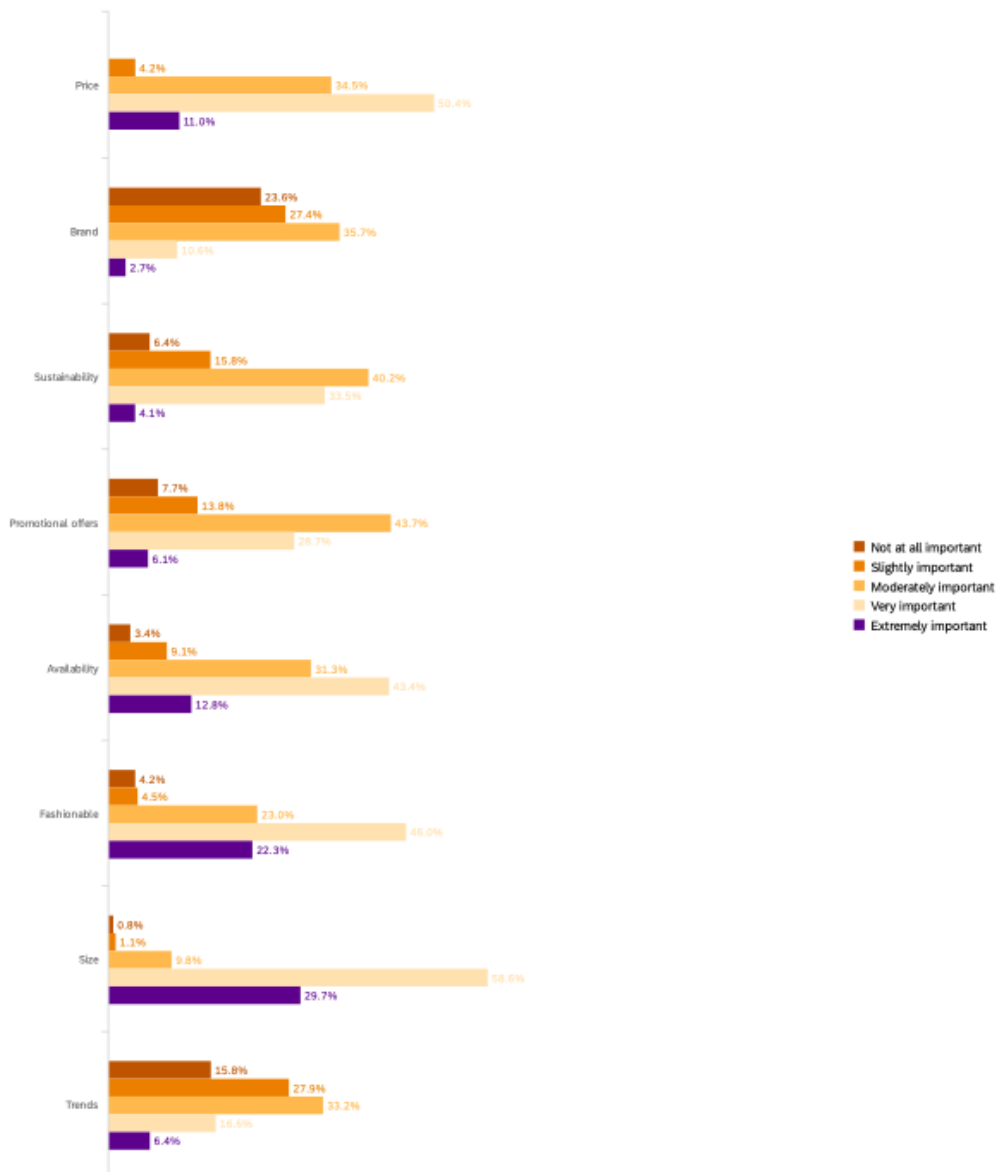
Price
- 4.2%
- 34.5%
- 50.4%
- 11.0%

Brand
- 23.6%
- 27.4%
- 35.7%
- 10.6%
- 2.7%

Sustainability
- 6.4%
- 15.8%
- 40.2%
- 33.5%
- 4.1%

Promotional offers
- 7.7%
- 13.8%
- 43.7%
- 28.7%
- 6.1%

Availability
- 3.4%
- 9.1%
- 31.3%
- 43.4%
- 12.8%

Fashionable
- 4.2%
- 4.5%
- 23.0%
- 46.0%
- 22.3%

Size
- 0.8%
- 1.1%
- 9.8%
- 58.5%
- 29.7%

Trends
- 15.8%
- 27.9%
- 33.2%
- 16.6%
- 6.4%

Legend:
- Not at all important
- Slightly important
- Moderately important
- Very important
- Extremely important

Field	Not at all important		Slightly important		Moderately important		Very important		Extremely important		Total
Price	0.00%	0	4.17%	11	34.47%	91	50.38%	133	10.98%	29	264
Brand	23.57%	62	27.38%	72	35.74%	94	10.65%	28	2.66%	7	263
Sustainability	6.39%	17	15.79%	42	40.23%	107	33.46%	89	4.14%	11	266
Promotional offers	7.66%	20	13.79%	36	43.68%	114	28.74%	75	6.13%	16	261
Availability	3.40%	9	9.06%	24	31.32%	83	43.40%	115	12.83%	34	265
Fashionable	4.15%	11	4.53%	12	23.02%	61	46.04%	122	22.26%	59	265
Size	0.75%	2	1.13%	3	9.77%	26	58.65%	156	29.70%	79	266
Trends	15.85%	42	27.92%	74	33.21%	88	16.60%	44	6.42%	17	265

Showing rows 1 - 8 of 8

Criteria importance - statistics

Field	Mean	Std Deviation	Variance
Price	3.68	0.72	0.52
Brand	2.41	1.04	1.09
Sustainability	3.13	0.95	0.90
Promotional offers	3.12	0.98	0.96
Availability	3.53	0.94	0.89
Fashionable	3.78	0.98	0.96
Size	4.15	0.70	0.48
Trends	2.70	1.12	1.24

Question 6: What is your average monthly shopping budget? (clothing, accessories, shoes)

Below 50 CHF ■ 50 to 150 CHF ■ 151 to 300 CHF ■ Above 300 CHF

27.8%
5.3%
15.8%
51.1%

Field	Below 50 CHF	50 to 150 CHF	151 to 300 CHF	Above 300 CHF
Below 30'000 CHF	48.44% 31	32.23% 39	16.22% 6	18.18% 2
30'000 to 60'000 CHF	31.25% 20	38.84% 47	48.65% 18	9.09% 1
60'001 to 100'000 CHF	20.31% 13	22.31% 27	29.73% 11	45.45% 5
100'001 to 150'000 CHF	0.00% 0	5.79% 7	2.70% 1	9.09% 1
More than 150'000 CHF	0.00% 0	0.83% 1	2.70% 1	18.18% 2
	64	121	37	11

Question 7 (fast fashion experiment): Which top would you choose?
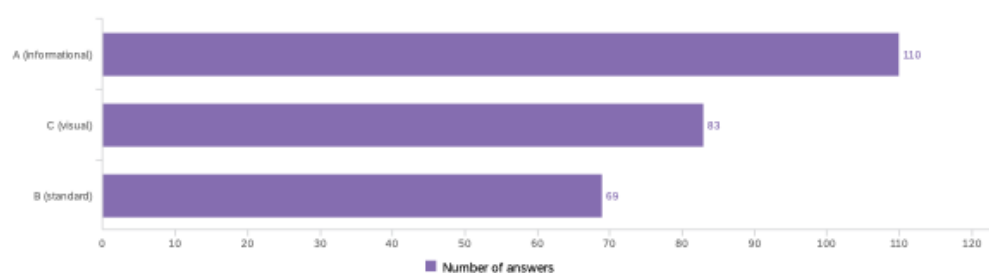
Percentages

Field		Choice Count
C (visual)	31.68%	83
B (standard)	26.34%	69
A (informational)	41.98%	110
		262

Question 8 (fast fashion experiment): Which pair of jeans would you choose?
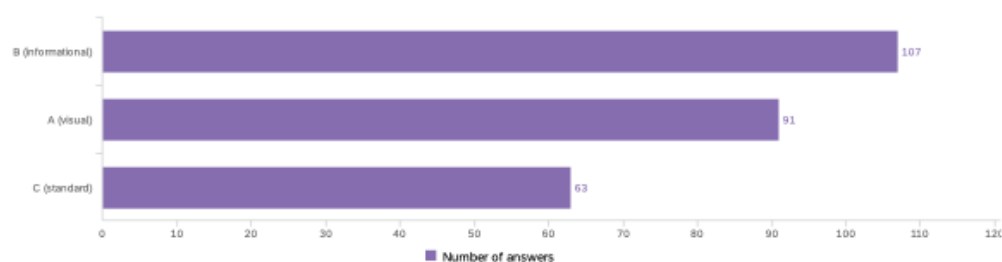
Percentages

Field		Choice Count
B (informational)	41.00%	107
A (visual)	34.87%	91
C (standard)	24.14%	63
		261

Question 9: Could you briefly explain why you made those choices? This is not a compulsory question.

Number of explanations per item

Field	A		B		C		Total
Black top	40.00%	64	28.13%	45	31.87%	51	160
Jeans	39.87%	63	27.85%	44	32.28%	51	158

Explanations for the black top

A

Black top
Style, taille, coupe
Le plus sympa
Forme qui me plaît
Car j'aime bien ce style et que généralement ils me tiennes bien qq années
Bien détaillé
En coton côtelé qui se déforme moins facilement et donne plus de style.
Donne mieux sur l'image
J aime bien la forme
La forme me plaît, mais aussi l'engagement. Les autres ne me plaisent et semblent moins durables.
Inique que côtelé et plus serré
il a lair etre bien contre corp jaime pas ce quil flautte, et decolte est plus grand comme celui sur B et je le donc prefere
La forme me plaît mieux
Forme
Fabrication écologique
Coupe

Black top

Je le trouve mieux taillé pour ma morphologie des seins

C'est joli.

Choix lié à ma poitrine

Fit, overall presentation, water saving; nota a fan of Bershka

Décolleté

Would fit my shape better

L'annonce, la mise en valeur

Car je vois la tenue entière

Le haut était bien présenté sur la photo, il me donnait envie.

Meilleure coupe, le tissus paraît plus qualitatif. Le style est plus net.

prix plus haut du coup meilleure quality

Aspect sur le mannequin

Il va le mieux avec ma morpho

Impact sur l'environnement

I prefer this type of neck cut, fits me better and afforfable

coupe

Descriptif détaillé - vu porté sur la femme - Fabriqué selon normes "écologiques"

Le visuel, beaucoup d'informations utiles, éco-responsable avec arguments.

Pour la coupe

Les deux autres me plaisent beaucoup moins

Plus détaillé La photo mets plus en valeur

Le petit article éco-responsable pour les 2

I could imagine how it will look like

because i prefer the shape of top A

Black top

C'est le style de vêtements que je mets, ils sont agréables et pas trop chère

La photo mettait bien en valeur le tee shirt et comment il allait sur le corps

Pour le style du haut, la découpe est celle que je préfère

La coupe

Je pense que mon choix a fortement été influencé par la mannequin. La possibilité de voir le haut porté de manière jolie m'a donné envie de l'acheter

En vrai, aucun ne me plait

I liked the shape and that its inclusive and diverse publicity

Parce que c'est celui qui me plaisait le plus niveau style

C'est celui qui est le plus adapte à moi

Car j'aime avoir un décolleté.

On voit comment il tombe sur le mannequin, on se fait alors une idée de la coupe, du col, etc

Style et durabilité

C'est celui qui me plaît le plus

Pour l'impact écologique

Le style

More beautiful

Explication sur la matière et fabrication de l'habit

You see how it fits

Seems Better quality

Car il était plus à mon gout, et plus facile de le voir combiner à l'aide de l'image.

Fashionable (stylish looking), and a lot of description on the left explaining and giving more details on the eco responsibility aspect.

I found the top cut better

J'aime bien les hauts plutôt collées, les autres me semblaient larges

Je préfère le style du côtelé

Black top

La forme

B

Black top

Présentation sobre

Le moins cher

J'en met souvent me convient

Haut basic

Car j'ai que des tops comme ça et que ça me va bien

Price

Pris par élimination je n'aime vraiment pas ce style.

Il s'agit d'un haut très basique, j'ai donc pris le moins cher.

Il est moins cher pour un débardeur

Car la coupe du haut correspond le plus à mes attentes et à ce qui me va le mieux.

mon style

La ligne

The 3rd picture looked like a very loose fit, in the 1St picture the combination was horrible.

Celui dont je préférais la forme

Cotton

At random

J'ai aimé la coupe et le prix est intéressant

Sauvegarde de l'environnement

Le moins cher

Le prix

Le prix

Black top

Coupe moins échancrée

Le prix

car c'est le moins cher

Le style, et le prix

Prix bas, mais surtout la forme du top qui me plaît le plus et où je suis le plus à l'aise dedans

J'aime mieux la forme

C'est le plus jolie à mes yeux

Moins cher

Le prix et le confort

Fit

Moins cher et près du corp

Le haut est un peu serré et long, j'aime bien

style

Le moins chère

C'est le moins cher

Le plus joli

Le prix car c'était le moins cher Et pour un top simple c'est parfait !

Plus beau

En regardant le prix

Prix

Même article moins cher

Le haut est côtelé et pas cher pour un basique

Le moins cher pour quasiment le même produit.

Il me plaisait plus que les autres

C

Black top

Le style me plaît plus, fluide.

J'aime bien la forme du col

La coupe pour le débardeur est mieux que les autre et ecoresponsable même si ce n'étais pas marquer je l'endroit celui la

More my style

Plus serré et plus visible sur la photo

J'achète toujours des matières premières nobles, soie, lin, coton et de préférence éco

On voit de près

Plus éco-responsable

Je n'aime pas les débardeurs dommage que pas l'option aucuns

Il est large, j'ai un joli bourrelet qui me gêne après 5 enfants j'ai pas retrouvé ma ligne encore. J'aime le caché quand je porte un jeans

La coupe et la matière La mention eco-responsable

Au feeling, c'est l'image qui me parlait le plus

Pour ma morphologie

Large et d'écolleter

Eco responsable

J'aime

Parce qu'il est le mieux pour ma morphologie

Eco responsable

Top looked comfortable not body can and can be used tucked in or not.

Le c était le plus joli à mon goût

Un peu plus loose que les 2 autres, Eco responsable (selon la plate-forme...)

Ecoresponsable

Vu sur la personne

Black top

Forme

À cause de la jupe...

Éco responsable

Plus large

Description facile à lire et optimale

Nicely presented Eco responsable

Des 3 proposés c'est celui avec lequel j'ai le mieux réussi à m'imaginer porter.

Eco

Forme et couleur

Aspect et durabilité

La coupe et forme étaient plus jolie

Pour le eco responsable

Eco-sustainable

J'ai beaucoup hésité entre le haut A et C. Ils avait tous les deux des infos sur un engagement eco-responsable l'un plus que l'autre. Lorsqu'il y a des labels, je me renseigne un minimum dessus car parfois ils ne valent pas grand chose. Ici j'ai fait le choix du style, même si ce n'est pas le + eco car je sais que je vais 'lis souvent porter un haut comme le C que le A qui serait resté dans mon armoire inutilement.

Le choix C était le plus joli

Cela vient d'un marque que je connais et il a marrqué "éco responsabiliré"

Zalando sur facture renvoi gratuit

Je préfère la forme

La coupe du modèle

I preferred the jeans that accompanied the black top, it made it look better

La texture à laire plus agréable

J'aime pas mon ventre, après 5 enfants j'ai une joli bourrelet. J'aime les T-shirt plus ample

Plus large et plus long (à priori)

Black top

A l'air d'être bien confortable et bonne matière

Pas moulant ni crop top

La matière

This looked the best

I prefer tops that are less tight

Explanations for the jeans

A

Jeans

Taille haute et cintré

Il est "taille haute"

Présentation sobre

Le jean pareill c'est le plus joli et eco

Taille haute

J'achète toujours des matières premières nobles, soie, lin, coton et de préférence éco

On le voit porté ça donne une idée de la coupe

Bien pour ma morfologie

Je pense que c'est celui qui m'irait le mieux avec ma morphologie

La taille haute va permettre de cacher mon ventre

question taille moi portant M assez cuisses fort jimagina que ca pourra m'aller .... car dautre cest sur les manequins trop maigre, jai du coup peur wue je rentrerai pas dedans

Couleur

C'est celui qui me plaisait le plus et 35.90-. C'est un bon prix.

La taille haute et il a l'air le + confort

Au feeling, c'est l'image qui me parlait le plus

J'aime mieux que les autres

Jeans

En comparant les prix + les coupes, autant acheter eco-responsable car les différences tant dans l'aspect du prix que dans celui de la coupes ne changent pas tellement d'un pantalon à l'autre.

Eco responsable

Parce que c'est un taille haute, je préfère la coupe

Eco responsable

Best wear gradient and liked the fit on the pic.

Le A était éco responsable

J'ai aimé la coupe, le fait qu'il soit taille haute

Eco responsable

C'était la meilleure photo des 3.

Ecoresponsable et style

Eco résponsable

Eco responsable

Semble un peu moins moulant.

Pour le style

I like it the most

High wasted (i only wear this type of jean) Stretchy – so very confortable

Taille haute et la couleur me plaisait plus !

Eco

car il est eco responsable et même prix que les autres

le style, et la marque (prix)

La coupe et forme était plus jolie, couleur plus belle

Idem

Eco-sustainable

C'est le plus jolie à mes yeux

Jeans

Modèle de jeans plus joli Plus de détails

Preferred style

Taille haute

C'est celui que je trouve lui plus joli sur le mannequin. De plus, taille haute qui me correspond plus que les autres

C'est eco responsable et le plus joli Franchement les produits qui « taillent plus petit que d'habitude » m'énervent trop

J'en aurai choisi aucun mais par défaut le 1

Le choix a été fait par rapport au style et à la couleur.

sustainable tag on it and its cheaper

Celui qui est le plus adapté à ma morphologie

J'adore la couleur du jean et la forme.

On voit bien la partie du corps du mannequin qui intéresse (partie inférieure) et comment le jeans lui sied. Plus facile de se projeter.

Reconnaissance de la marque L' aspect physique

Image focalisée sur l'objet essentiel

Taille haute, couleur jolie

Est celui est le moins skiny

Eco responsible

I dislike when jeans are highlighted in the middle so it seemed like the best choice, also it said it was sustainable which is also interesting

Vu ma corpulence, c'est le seul pantalon qui aurait peut-être passé

Je préfère la coupe high waist

Aucune différence, la mannequin semble avoir des jambes plus « normales » et les autres plutôt skinny. Identification à la personne qui le porte

Idem

B

Jeans

Le + respectueux

Jeans

Mieux informé

Plus attrayant sur image

Question de couleur

C'est celui qui me plaît le plus, et l'engagement est intéressant.

Je n'aurais prit aucun de ces modèles mais il n'y avait pas l'option aucuns dommage

Seemed more suitable on the picture than the other 2

La coupe et le coloris sont plus à mes goûts

Fabrication écologique et joli jeans

Coupe et couleur

Il a l air d avoir une meilleure coupe et le denim aussi que le À ,le c a une taille plus basse ça me va moi s bien

Je le trouve + beau et il a l'air de meilleur qualité (et n'étant pas fan de H&M pour les jeans)

J'aime la couleur du Jean

Forme et couleur

actually only because of the key word "Vintage" though it was unclear wether it is indeed vintage or not; not a fan of Pull & Bear, though fit was nice

Celui dont je préférais la couleur (mais ne me plaît pas plus que ça, les 2 autres ne me plaisent pas non plus)

Couleur

High rise jeans all the way!

La matière organique

Je vois la tenue entière

Qualité

Tous au même prix -> la fabrication

Idem, coupe et qualité.

Je le trouve plus tendance

Idem

Jeans

Je trouve que le jeans va bien au mannequin

Coupe et concept de production

Descriptif détaillé Fabrication normes "écologiques"

Le visuel, beaucoup d'informations utiles, éco-responsable avec arguments.

Le A et le B se ressemblent beaucoup et me plaisent mieux que le C.. Le B à l'air meilleure qualité pour le même prix

La forme, la couleur

A l'air de meilleure qualité, et je préfère le style

L'explication du coton organique me paraissait plutôt cohérent même s'il n'y a pas de label mentionnée de souvenir.

Le choix B était celui qui me plaisait le plus

the shape as well and the website is more appealing

La couleur du jeans

Le modèle

Fit

La couleur est plus jolie et la forme

Il semble que c'est le plus beau, avec la présence du texte expliquant l'origine/le matériel du jean

Le jean mettait bien en valeur les cuisses

qualité

Le coloris du jean et plus d'informations sur la matière/coté durable

La coupe du modèle

Idem

Je préfère la couleur

Plus mon style

Pareil,il me plaisait plus niveau style

Durabilité

Jeans

Deux avantages : c'est celui qui me plaît le plus et eco responsable

Idem, pour l'impact écologique

Il me semble de bonne qualité

More beautiful

idem que le haut

Le style du jeans et la couleur me plaisent plus

J'en ai pris ai bol, aucun n'est dans mon style

Jolie couleur et coupe

Same

Le modèle

Car j'avais plus d'informations sur le jeans, par exemple la taille, la forme, etc.

Same as the top, a great amount of details given on the left.

Je préférais cette couleur du jeans

C

Jeans

Le jeans à l'air un poil moins taillé pour les filles très maigre

La forme

Forme qui me va

More my style

La forme aussi et la couleur

Le jeans est basic au vu de mes formes généreuses

Taille plus basse

J'aime le style et la coupe.

Taille haute, moulant

The influence of nudging on consumer's sustainable choices in the fashion industry

Jeans

également mon style

Le skinny est un modèle qui me plait et qui est confortable

Belle couleur

J'aime bien

The fit in the 3rd picture looked best, the Rest wasn't interesting to me

I will not choose any but it was not option... Option C looks slightly better on the photo but not yet my style

At random

Forme

Je ne sais pas pourquoi, mais il avait l'air plus confortable

stylé

Aspect sur le mannequin

L'annonce va droit au but, sans trop de texte

N'aime pas les tailles hautes

Forme et couleur

Pour le style

La description

Taille pas haute

Par défaut j'en aurais pris aucun pas mon style

Pas de raison particulière

Modèle standard stretch donc confortable

Les jeans bershka ne sont ps d assez bonne qualité

I could have gone for either B or C, but again, the general outfit is much more important to show in order for me to see how it would look when applied.

La couleur et l'aspect qui a l'air agréable a porter !

Jolie fille

Better shape for long legs

I liked the way it was presented on the model

Question 10 (luxury shopping): Which T-shirt would you purchase?
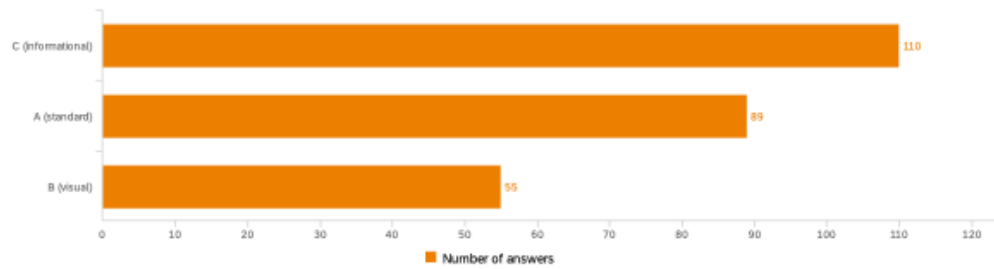
Percentages

Field		Choice Count
C (informational)	43.31%	110
B (visual)	21.65%	55
A (standard)	35.04%	89
		254

Question 11 (luxury shopping): Which jacket would you purchase?
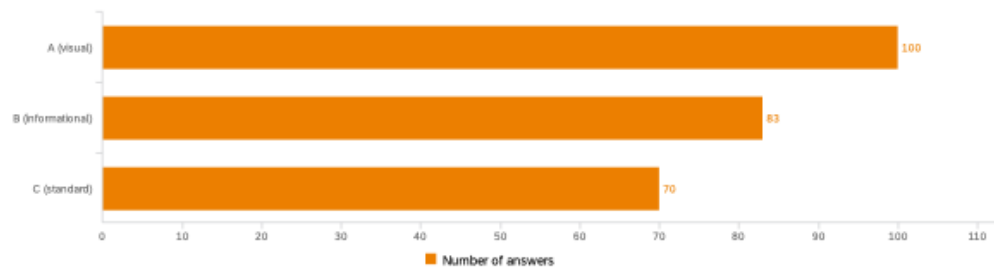
Percentages

Field		Choice Count
A (visual)	39.53%	100
B (informational)	32.81%	83
C (standard)	27.67%	70
		253

Question 12: Could you briefly explain why you made those choices? This is not a compulsory question.

Number of explanations per item

Field	A		B		C		Total
White T-shirt	34.51%	49	20.42%	29	45.07%	64	142
Leather jacket	34.53%	48	20.86%	29	44.60%	62	139

Explanations for the white T-shirt

A

White T-shirt

Basique qui peut être assemblée vécu tout

Taille, coupe, style

C'est le moins xher

Basic

Moins cher

Le prix

Il a pas de froufrou ni de logo

Plus joliment présenté / marque

C'est le moins cher... jamais je ne paierais ce prix pour un t-shirt!

Celui qui me plaît le plus

Le fait qu'il y a les logo dessus ça me dérange et le fluide en haut ça me tasse

Moins cher

les autres me plaisent pas

Seemed nicer

Moins cher

The influence of nudging on consumer's sustainable choices in the fashion industry

White T-shirt

C'est le moins cher pour simplement "un tshirt blanc"

Au feeling, c'est l'image qui me parlait le plus

La ligne

J'adore

I will not choose any unfortunately... The first at least I can use to sleep in...

La forme des manches

Basic. Can be used in any way and everywhere. And has no decorations. Very functional.

At random

Bien que les prix soient complètement fous et que je ne voudrais jamais acheter un t shirt pour ce prix, je choisirais le premier pour sa coupe

J'aime beaucoup la marque clavin keins

Classic look

The cut is ok, and actually I do not like the 2 other options

Je préfère cette forme

Ce style est le plus beau selon moi simple et efficace pour porter avec n'importe quoi

le style

C'est celui qui me plaît le mieux, de plus il est moins cher que les 2 autres... Même si je trouve ça beaucoup trop cher pour un simple t shirt

Simplement une question de goûts, je préfère ce tshirt

Prix moins élevé, c'est des t-shirts blancs, quasi aucune différence visuelle entre eux

Preferred style

Prix

Moins cher

C'est celui avec la coupe la plus basique, le style prime sur le reste.

Classic passe partout

Le prix le plus bas

White T-shirt

La forme est plus jolie

Par rapport à ma morpho

Celui qui a l'air le moins moche

Plus mon style que les 2 autres

Je connais la marque

Le moins moche des 3

La marque connue

The quality looked better

Le plus basique

Marque connue et moins cher pour un basic

B

White T-shirt

Jamais je ne mettrais ce prix dans un tshirt

J'achète toujours des matières premières nobles, soie, lin, coton et de préférence éco

Le deuxième me semble mieux coupé

Eco responsable

La forme me convient le mieux

Je vois la tenue entière

Toujours la mention Eco responsable

Vu sur personne

Look sympa

Éco responsable

Le plus joli et a prix correcte.

prix plus élevé, meilleur quality

White T-shirt

J'ai preferé l'originalité du logo

Coupe et concept

T-shirt simple - fabrication eco-responsable

Il y a les infos nécessaires, mais pas trop. Quelques images en plus avec mannequin qui porte le T-Shirt.

Eco

Pour la coupe

car c'est celui qui me plaît le plus et est eco responsable

La forme me plaît le plus, à l'air moins transparent que le a

because of the brand. still considering that i wouldn't spend that amount of money for a white t

Les photo C faisait cheap et paraissait de mauvaise qualité, A j'aimais moins le style du site, la valeur monétaire etais pas forcément un argument (idem pour la veste)

Ca me correspondait le mieux

détail du t shirt

Il est eco responsable

It is a much better photo, you can clearly see the outlines and shape of the T-shirt. It therefore looks better

Parce qu'il fallait en choisir un et qu'il avait l'air le.plus basique sans être trop large. Mais vu le prix jamais j'en achèterai un à ce prix.

J'aime bien ce qui est simple, mais avec un petit détail qui fait la différence

Change a bit with the logo in the middle

C

White T-shirt

La forme, le style

La coupe est celle que je préfère mais jamais je mettrai 150 balles pour un t shirt ou pour un vêtement

La forme me plait

Plus oroginal que les autres

J aime ce côté ample et la forme

White T-shirt

Aucunes coupes aucuns ne correspondent à mes choix

C'est celui qui est différent d'un simple t-shirt. J'aime pas trop la coupe des t-shirt

La coupe

J'aime la coupe originale

C'est celui qui au premier coup d'oeil, me plaisait le plus.

Le style plus recherché qu'un simple basic

Pour un t-shirt blanc, sortir un peu de l'ordinair

La mention eco-responsable qui protège également les employés et les petites mains qui travaillent dans la production des biens est plus importante pour moi que d'avoir un simple coton bio.

Even if i had the budget I would never spend it on a plain white T-Shirt. See by Chloe looked most sophisticated to me.

mon style

C est une coupe ample

C'est le seul qui avait qqch en plus, qui le rendait moins basic

Parce que j'ai plus de budget et il est plus original

Prix le moins élevé

Little je ne sais quoi

La coupe

Style

Le C parce qu'il est éco responsable mais perso je mettrai jamais ce prix pour un simple T-shirt.

Matières plus respectueuses de l'environnement

Style

Plus tendance, moins classique

Fabrication

Qualité, coupe, style.

Coupe Originale

White T-shirt

J'aime les t shirt amples

Impact sur l'environnement

Ce t-shirt est plus féminin que les deux autres

style

Absence de logo/marque

le mieux taillé, je n'aime pas la forme des autres

Les deux premiers t-shirt étaient de 2 marques bien connues. Le dernier, non il avait des infos sur le t-shirt et avait plus de style.

Toujours l'article éco-responsable

Car est un peu plus que simplement un t-shirt bland

C'est celui qui semble le plus large, mais en vrais jamais de la vie je mets plus de 10.- pour un t-shirt blancs

Original

J'aime le style

La forme est originale

Plus stylé et j'adore see by Chloe

C'est le plus beau des trois

C'est celui que je préfère au niveau de la forme

Mon choix s'est basé uniquement sur mes goûts.

Car il y a des petits détails, cela fait un plus au t-shirt !

J aime les vêtements plus large

organic and recycled materials

Style et durabilité (mais en vrai j'achèterais jamais un t-shirt blanc à ce prix)

C'est celui qui me plaît le plus et eco respknsabér

Le design me plaît mieux

C'est celui que j'aimais le plus et le côté éco responsable me plait

White T-shirt

Le style

Idem que les anciens vêtements, j'ai regardé l'explication qui était donnée avec

Coton et le modèle

Jolie coupe et forme

More fancy

car plus à mon gout

The t-shirt was more fashionable compared to other options, which adds value to it. Also, the textile and material used were explained in an eco responsible way. Explanations show transparency.

Good article description

Le plus joli pour moi

Ils sont tous hors de prix , en réalité je n'aurais jamais acheté un t-shirt blanc basique 335.- mais par élimination j'ai pris celui qui me plaisait le plus dans les 3

Jai préfère la coupe de ce t-shirt

Explanations for the jacket

A

Leather jacket

La coupe me plaît plus

Détailles, taille, style

Style sympathique

Belle présentation du produit

Eco

La plus joli coupe mais 550 -. Trio cher aussi

Elle a juste l'air plus cintrée

C'est celle qui m a plu au premier coup d œil

Elle est jolie et il y a un engagement éco-responsable. En plus, je n'achète rien de Karl Lagerfeld, car je n'aime pas ses avis dégradants pour ceux qui ne pensaient pas comme lui ou qui n'avaient pas de moyens.

Leather jacket

Coup de cœur

Aucune de ces vestes

Plus jolie coupe

La coupe

J aime beaucoup les deux boutons en bas du blouson

Au feeling, c'est l'image qui me parlait le plus

Eco responsable

J'en aurai choisi aucune car pas mon style mais la A pour la coupe

Not my choice any. Looks very old fashioned

Known for good quality jackets - most Flattering

Je n'aurais rien acheté, car trop cher!

At random

le A parce qu'il est en cuir véritable je préfère au risque de me mettre les vegans à dos

Eco responsable

Ecoresponsable

Eco résponsable

Éco responsable

Un vrai perfecto Mais le prix n'est pas justifié.

Look

Éco-responsable; coupe

J'aime bien la coupe de la veste

I liked the cut better

Il y a les infos nécessaires, mais pas trop.

Cuir mais Eco responsable

Leather jacket

Au hasard, aucune des 3 me plaît ! De plus elles sont beaucoup trop cher

Design

Le modèle et la coupe me plaisent.

Pour moi elle se ressemble toute, mais c'est celle que je trouve le mieux

Je sais pas pourquoi

Meilleur qualite

marque

Il est eco responsable

La plus jolie

C'est la plus belle des trois Et cuir végane c'est une amaque et c'est pire pour la planète

Le prix le plus bas

Same as the white t-shirt, it is more clear and visible than the other photos.

C'est ma préférée

sustainable tag and better photo

J'ai l'impression qu'entre toute, c'est la plus longue et j'aime pas les vestes trop courte.

Elle m'a tapée à l'oeil. J'aime bien la coupe, les détails

Justement parce qu'il est en cuir

I like Sandro, good quality + eco

Modèle me plaît plus

J'aime pas les vestes trop courtes avec mon ventre

Les 3 sont égales J'ai choisi par rapport à la marque

Bonne marque, qualité

Eco responsible

B

Leather jacket

Bien détaillé

La forme est originale

Plus classe

J'achète toujours des matières premières nobles, soie, lin, coton et de préférence éco

On voit mieux comment il est porté

Le model me plaît bien

Celle qui me plaisait le plus.

Ma préférée niveau style et coupe

Je préfère ce modèle (il n'y a pas les zippers en bas)

La veste B est là plus jolie selon moi. La mention éco-responsable y apparaît mais ce n'était pas mon critère No 1

J'adore

La plus jolie des 3

Cool, a classic but a little cropped and boxy, looks cool opened

Style + eco responsabilité

Je vois la tenue entière

Matières plus respectueuses de l'environnement

Moins cintrée cuir qui me plaît davantage

Cuir vegan

Plus tendance

Looks good on model

J'aime idée d'une veste ressemblant au cuir mais fabriqué avec matière vegan

Eco + marque (qualité)

Style

car c'est celle que je préfère

Leather jacket

le style

vegan

la mieux taillée

Je vais préféré une veste en cuir végétal ou une veste en cuir de seconde main.

Voir la veste sur quelqu'un est un plus

Grandes explications même si j'hésitais avec la A (avec la mention éco-responsable). Je ne suis pas vegan/végé et estime que le cuir permet de tout utiliser sur l'animal.

because of the shape and the quality of it

Je la trouve plus jolie que les autres

Il m'attirait plus

Moins cher

Le style, il y a des détails que je n'aime pas sur les autres. Pour ce type de veste le prix ne rentre pas particulièrement en compte dans mes critères car c'est un vêtement intemporel qui se garde dans le temps.

Celle qui m'a l'air le plus joli aussi

Plus jolie

J'ai en premier regarder le style de la veste pour faire mon choix et le fait que la marque fasse attention aux matières qu'ils utilisent à valider mon choix.

j'essaye de consommer moins de vêtements, (surconsommation d'eau et utilisation de produits animaliers) j'ai choisi ce vêtement car il dit être végan

Le modèle et le prix

explication sur la manière dont la veste en cuir à été fabriquer - veg

A lot of explanations as well, transparency. Also the fact that the product is shown on a model, gives more confidence.

It was better presented

Le moins cher

Porté sur la photo, donc on voit la forme que la veste a

Je sais pas vraiment

C

Leather jacket

Elle est incroyable

Fallait faire un choix :) cqfd

Plus stylée

C'est la plus jolie des 3 à mon goût

Je sais pas

Beaucoup trop coûteux

elle me parrait plus centree et un peuvplus longue comme etre jusqua a ma taille

Seemed nicer

Parce que je la préfère

maje does sustainable fashion to my knowledge. Not a fan of vegan leather.

J'adore la marque et le perfecto est magnifique

J aime bien le style motard

The 3rd showed the most Details.

La plus stylé

Prix le moins élevé

Idem

J'ai aimé la coupe de la veste et le style qu'elle dégage

Coupe

Idem.

prix plus élevé, meilleur quality

Maje est une de mes marques préférées

J'aime la marque

Coupe

Les poches sont plus pratiques

The influence of nudging on consumer's sustainable choices in the fashion industry

Leather jacket

Des 3 proposées c'est la plus belle que j'ai trouvé. Mais je ne l'achèterai pas dans la vraie vie, je la trouve trop chère

Pour le style et la coupe

Sans raison particulaire, sauf la forme qui me plaît le plus

Preffered style

Le modèle me plaît plus que les autres

Le style de la veste était celle que je préfèrais

Je préfère la forme

Par rapport à ma morpho
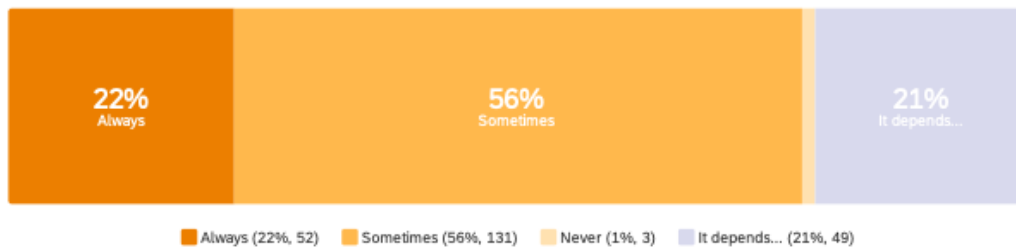
Le design me plaît mieux, veste plus cintrée

Aucune, je n'aime pas les vestes en cuir

Choisi au hasard, les 3 sont jolies

Seems better manufactured

Elles sont toutes hors de prix , en réalité je n'aurais jamais acheté une veste à ce prix mais par élimination j'ai pris celle qui me plaisait le plus dans les 3

Question 13: If your favourite brand had sustainable choices, would you purchase them instead of standard articles?

22% Always	56% Sometimes	21% It depends...

■ Always (22%, 52) ■ Sometimes (56%, 131) Never (1%, 3) ■ It depends... (21%, 49)

If your favourite brand had sustainable choices vs importance of criterion sustainability

Field	Not at all important	Slightly important	Moderately important	Very important	Extremely important	Total
Always	3.85% 2	9.62% 5	32.69% 17	42.31% 22	11.54% 6	52
Sometimes	5.34% 7	16.03% 21	41.98% 55	34.35% 45	2.29% 3	131
Never	33.33% 1	66.67% 2	0.00% 0	0.00% 0	0.00% 0	3
It depends...	12.24% 6	16.33% 8	48.98% 24	22.45% 11	0.00% 0	49

Open answers for "it depends"

It depends...

Le prix rentre en ligne de compte

Le prix c'est très important même avec un plus géant salaire je ne oense pas que je prendrai des habite plus cher c'est déjà assez difficile de trouver des habits que j'aime mettre je suis plutôt quelqun de simple

De mon envie

Prix, attractivité

On the price

S'ils me plaisent et ne sont pas hors de prix, oui.

Je ne comprends pas votre question elle n'est pas très claire

Prix et qualité

It depends...

la mode change trop vite .... jai etudie la mode jetais folle detre stylee toujours a la mode et aujourdhui je trouve ca stupide.... on est trop dans consomation donc ce que jachete cette saison lannee prochain ca sera pas possible de porter sans etre rangare

Ça dépend du model, si il me plaît et du tarif

Du prix ...

Ça dépend si les modèles sont jolies, mais du coup clairement !

I hardly buy anything new, so that is a tough one. For some reason I have hard times to believe that new items of "conventional" brands are really sustainably produced.

To buy online is not sustainable. I buy what suits me and natural materials is the core

Ça dépend si les modèles me plaisent ou non.

Im picky. Very picky. If it looks the same, yes!

Oui durables pour moi dans la qualité des matières naturelles

Si l'article qui m'intéresse à son équivalent plus durable, je choisirai l'habit durable et non l'autre.

Le prix

Du prix et de mon budget, mais si la différence n'est pas trop grande alors oui, clairement

S'ils correspondent à mes attentes, je préférerais les choix durables

Si l'article me plait

it will depend on the price difference

L'article doit aussi me plaire par rapport à la coupe; le style a donc autant d'importance que le concept de durabilité....

Tout dépendrait du prix.

J'aime assez changer et ne pas me fier et me voir que avec 1 seul style ... mes goûts varient en fonction de mon humeur, de mes envies le jour où je pars faire les magasins et de ce que je vais trouver

Ça dépendra du prix et du style

Oui si le prix reste correcte

si le prix est égal ou pas trop élevé comparé à l'article standard, oui

Dépendant du prix si il n'est pas bcp plus élevé

Je privilégie un maximum l'écologie mais en général je recherche des pièces précises qui ne le pas forcément. Donc à voir si les pièces recherchées le sont…

It depends…

If they are not too expensive, yes

Parce que c'est une marque que je connais,

Ce n est pas un critère. Je choisis ce que je préfère auniveau look prix qualité

C'est important que la marque qu'on apprécie respecte et soutienne nos convictions

Franchement, ça met égale

L'aspect durable est important mais si le produit ne me plaît pas alors le côté durable ne rentrera pas en compte dans ma décision d'achat.

À voir si ça l'est vraiment, et si c'est pas une arnaque comme le cuire végane (qui n'est rien d'autre que du plastique)

Ça dépend du style et du prix

Material and cost

Si le prix est le même j'opterais pour du durable

Ça dépend du prix et de mes moyens, et si le modèle de l'habit me plaît

A voir au niveau du budget et du style mais certainement que je privilégierais ces articles ci.

Ça dépend du prix

ça dépend du textile. J'achèterais pas si c'est désagréable sur la peau ou crée des alergies.

Ça dépend du prix et de la coupe

Tout dépend du modèle (design) et du prix

Ça dépends du prix, si le modèle et le prix sont les mêmes alors je me dirigerai plus vers qlch de durable

Question 14: What sustainability topics matter the most to you?
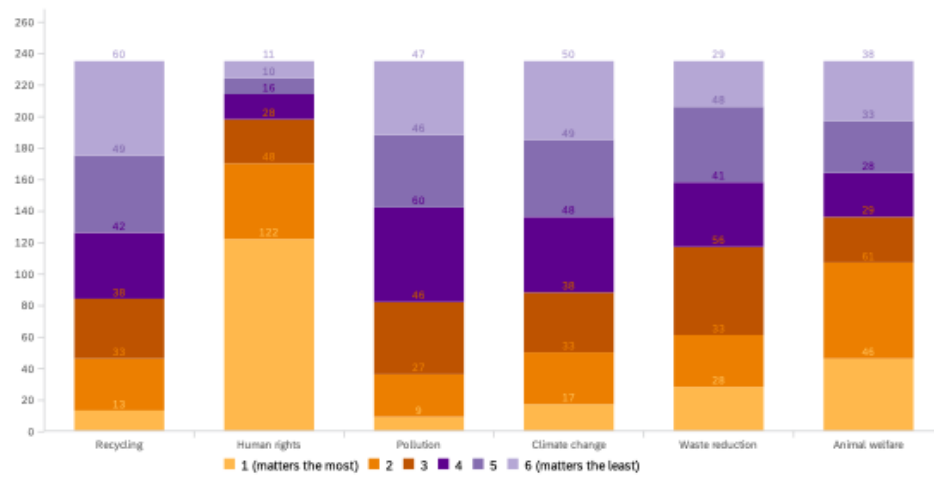
Question 15: How old are you?

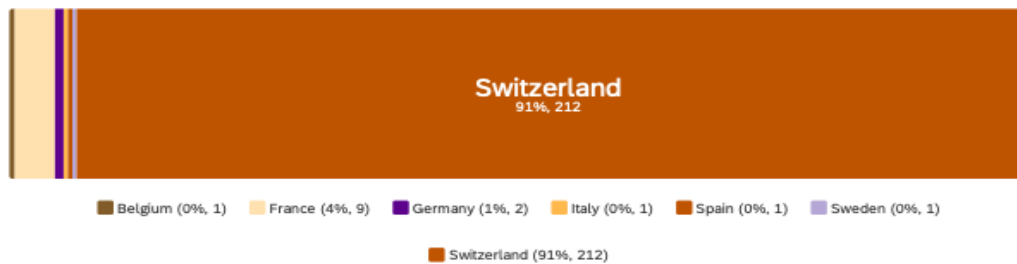Age distribution of participants
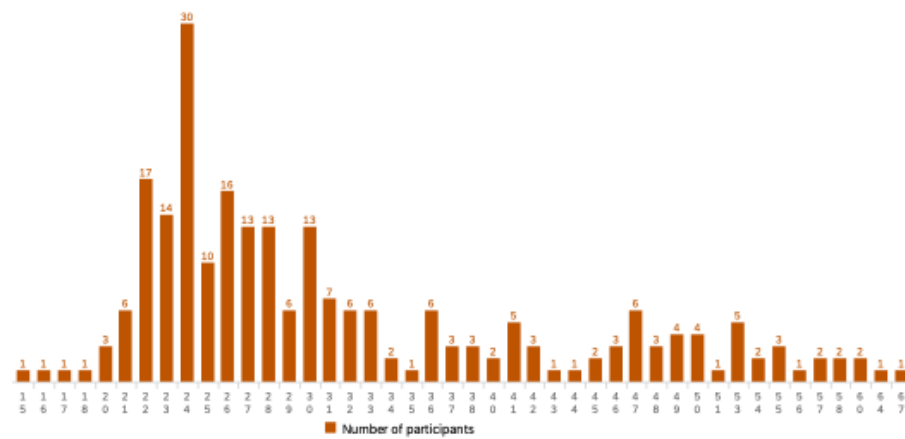
Age statistics by gender

Field	Male	Female	Non-binary	Prefer not to say
Minimum	21.00	15.00	33.00	0.00
Maximum	60.00	67.00	33.00	0.00
Mean	29.96	32.15	33.00	0.00
Count	25	207	1	0

Age mean

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
Age	15.00	67.00	31.92	10.88	118.46	233

Question 15: In which country do you currently live?

European countries

Switzerland
91%, 212

■ Belgium (0%, 1)   ■ France (4%, 9)   ■ Germany (1%, 2)   ■ Italy (0%, 1)   ■ Spain (0%, 1)   ■ Sweden (0%, 1)

■ Switzerland (91%, 212)

List of countries answered

Field	Choice Count	
Belgium	0.43%	1
Chile	0.43%	1
Colombia	0.43%	1
France	3.86%	9
Germany	0.86%	2
Ghana	0.43%	1
Italy	0.43%	1
Spain	0.43%	1
Swaziland	0.86%	2
Sweden	0.43%	1
Switzerland	90.99%	212
Viet Nam	0.43%	1
		233

Question 16: What is your annual revenue range?

■ Number of participants
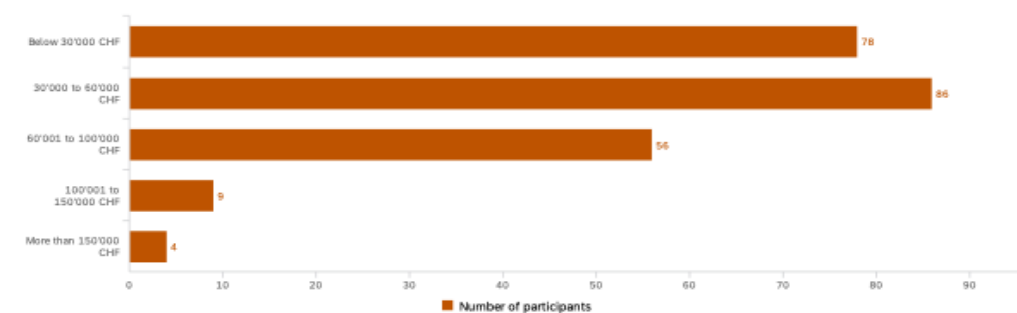
Field	Choice Count	
30'000 to 60'000 CHF	36.91%	86
Below 30'000 CHF	33.48%	78
60'001 to 100'000 CHF	24.03%	56
100'001 to 150'000 CHF	3.86%	9
More than 150'000 CHF	1.72%	4
		233

The influence of nudging on consumer's sustainable choices in the fashion industry