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A Gap: Eco-Friendly Apparel
Consumption Lagged Behind
Sustainable Food Development.

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Part 1: Introduction.

As we know today's biggest challenge of climate change and the emergency of changing our consumption habits and processes, we decided to focus on two sectors trying more or less to adopt sustainable practices: the organic food and eco-friendly apparel sectors. Therefore, the purpose of this study is to understand how the organic food consumption evolved and why eco-friendly apparel consumption habits is still lagged.

1) General Introduction:

Even though, both food and fashion sectors are among the biggest polluters, they are more and more trying to propose sustainable offers. However, while retail share of organic food in the United-States and Europe accounts for 26% on average (Shahbandeh, 2022), the total green apparel market only accounts for 10% (Dhir, Sadiq, Talwar, Sakashita, & Kaur, 2021). Phenomena even stranger when it's been said that sustainable fashion market could account for \$100 billion in value by 2030 (Cooke, 2020).

When looking at the organic food market industry, the fact is undeniable: it skyrocketed. Indeed, worldwide sales of organic food from 1999 to 2020 increased by +694% with \$15.2 billion in 1999 versus \$120.65 billion of value in 2020 (Shahbandeh, 2022). In addition, when looking at the key organic players in France and Italy, we can observe a similar trend. For the *Coopérative Biocoop*, that is gathering itself 49% of the whole organic food French market with 700 sales points, its sales increase was of 16.6% in 2020 with €1.62 billion of sales value versus an increase of 15% in 2019 (Logvenoff, 2021). A trend also recorded in Italy with *NaturaSi* that's displaying an increase of 27% of its sales points in only two years with 366 shops in 2022 versus 289 in 2019 (NaturaSi, 2022).

However, so did fast fashion in its lately growth. Effectively, while looking at revenues of Inditex and H&M Group we might ask ourselves when these gargantuan players will take a deep sustainable turn. While keeping their unsustainable fast-fashion strategy, these two companies kept recording revenue increases: +12% in two years of revenues for Inditex between 2018 and 2020 despite Covid-19 crisis (YahooFinance, 2022) while H&M recorded an averaged revenue increase of +0,5% between 2017 and 2021 and still displays revenues of \$199 billion in 2021 (H&MGroup, 2022).

A fact a bit worrying when we know that every year, textile industry is producing around one billion tons of greenhouse gases just in terms of production and represent the second-worst polluting sector in the world after oil (Chafin & Kleinewillinghoefer, 2019). On top of that, 60% of textiles globally are sourced from India and China that are both deeply dependent on coal-fuel production processes (Chafin & Kleinewillinghoefer, 2019). Production is not the only problem since all the clothing cycle has tremendous environmental impacts from its production to its distribution and disposals (Goworek, et al., 2020). Indeed, textile sector is still heavily using chemically produced fibers and harmful dyes then rejected into oceans and rivers (Abrar, Sibtain, & Shabbir, 2021). It accounts for 20% to 35% of microplastic flows into the ocean (Amed, et al., 2020) and accounts for

8% of global greenhouse gas emissions outweighing international flights and maritime shipping combined (Cooke, 2020).

Even though fashion industry is still mainly having unsustainable practices, more basic sustainable fibers start to be used such as hemp, organic cotton or even bamboo (McNeill & Moore, 2015). Moreover, actors of the apparel industry are turning more and more themselves to innovative start-ups to develop new eco-friendly yarns and fibers (Amed, et al., 2020). Nonetheless, such fabrics remain in minority in the market and consumers still did not fully adopt the eco-apparel trend as they did with organic food.

As today's consumers, we should be more and more directed toward environmental-friendly and sustainable choices in our consumption. Indeed, the generation of 16-24 years old is heavily affected and educated by the current climate change emergency (Goworek, et al., 2020) and represent today's and tomorrow's consumers. Moreover, 42% of millennials are willing to know production processes of goods they intend to buy (Byrd & Su, 2021). Hence, purchasing behaviors for this new generation is directly impacted by their sustainability knowledge (Amed, et al., 2020).

In regard of organic food consumption, consumers understood the seasonal aspect for a sustainable food consumption (Byrd & Su, 2021) with a general understanding and consciousness of health and wellbeing related to such consumption behavior (Tandon, Dhir, Kaur, Kushwah, & Salo, 2020). Furthermore, consumers' perception and intentions of organic food has been enhanced thanks to the transparency and traceability that's been communicated by companies (Yu, Han, Ding, & He, 2021). Trust in organic food labels and certifications also played an important role to build sustainable intention and to efficiently communicate organic food benefits for consumers (Ritch, 2015).

However, the current state of the clothing sector is still stuck with a continuous changing demand from consumers imposing unsustainable fast supply chains to bring final products as fast as possible into consumers' hands (Byrd & Su, 2021). More, while consumers have a better understanding of what are the benefits when consuming organic food in terms of health and quality, they're still perplex when it comes to acknowledge what could be the benefits when consuming eco-friendly clothes and do not seem to understand that sustainable apparels have a positive impact on health and the environment (Cowan & Kinley, 2014). Effectively, their lack of understanding in fashion production processes do not push them for responsible consumption habits in apparel. In comparison, most of consumers are now understanding at large what the environmental and societal impacts in their food consumption are (Ritch, 2015).

To highlight that phenomenon, despite some consumers who present high environmental and sustainable awareness, an attitude-behavior gap exists when it comes to eco-friendly apparel consumption (Dhir, Sadiq, Talwar, Sakashita, & Kaur, 2021). Indeed, even though sustainable sees its popularity arising, the actual consumption behavior remains very low. Consumers are certainly concerned but are not yet ready to incorporate their concern in their cloth consumption (Dickson, 2000). Consumers also display some skepticism

and do not believe that eco-friendly fashion is a mean to protect the environment and tend to critic green-washing practices in the apparel sector (Perry & Chung, 2016).

This consumers phenomenon regarding organic food and eco-friendly apparel consumption is not out of importance and represent a real emergency in the societies we live in. Climate change impacting us all, consumers have their role to play in future changes to undertake and impact societies at large. Sustainability is a common effort that needs to be carried out by everyone in order to reach meaningful environmental objectives.

However, when having a macro look on sustainability over Europe, consumers are not alone in sustainable efforts and need national and international support to reach global environmental aspirations. But, when it comes to food and apparel sectors, some discrepancies and differences could be observed on several aspects. First, when looking at the politics and legislations undertaken in the European Union (EU), the agriculture sector and organic food have been far more developed and supported by the EU compared to the textile. Indeed, the Common Agricultural Policy is already allocating some billions of euros from EU budget into climate action and just approved an updated agricultural reform strengthening biodiversity with stronger climate commitments and laws (EuropeanParliament, 2021). Then, when it comes to textile development via European politics and legislations, it is still lagged. Effectively, new concrete actions have not yet been undertaken, only an overall strategy and plan has been defined. EU's plans consist of empowering circular economy across Europe by boosting circular textiles and restricting fast fashion in the future (EuropeanUnion, 2020). By doing so, EU will aim at providing guidance and incentives for companies and consumers to turn themselves toward more sustainable textile processes and behaviors. However, this textile aspiration toward sustainability represents only a strategy so far and still needs to be applied as it is currently for organic agriculture. More, environmental-friendly legislations can be bypassed as the "Polluter Pays Principle" (PPP) has previously been. Effectively, the European Court of Auditors revealed that PPP application and coverage were deficient in which EU fund paid for clean-up actions that should have been undertaken by polluters (European Court of Auditors, 2021).

Hence, politics have their limits in legislations applications and need to better pressure companies and societies at large to see their goals achieved in a close future.

In addition, organic farming and agriculture offered greater innovations and advancements so far as opposed to textile processes who's been slow to address sustainability. Indeed now, inside farms technologies offer more productive techniques using less resources for production. Several companies concepts such as *InFarm* from Germany, *Planet Farm* in Italy or even *AeroFarm* in the US, are already spreading their sustainable technologies internationally. On top of that, the food actors were able to develop alternative food networks via community exchange systems and sustainable agriculture initiatives in several European

countries involving producers and consumers (Mestres & Lien, 2017). In the meantime, fashion and textile sustainable technological innovations still need to be further developed. Indeed, only circular economy has been emphasized and the sector is heavily lacking textile processing plants to go deeper into green actions (Costa, Soares, Pinto, Oliveira, & Szczy, 2018). Textile and fashion are indeed harder to develop deep-rooted green innovative technologies compared to organic farming for which innovative solutions have been quickly brought. In addition, one of the main solutions for textile is to re-adopt entirely their strategy but such things are only feasible in the long-term and might be slow to address for societal and economic reasons.

Indeed, the society and cultural environment we're living in have its impact on our consumption and the direction our economics model is going. Our values, implicit and explicit, with the behavior we acquire and is transmitted by our national symbols, are specific and distinctive characteristics of each human groups and nations (Parboteeah, Addaem, & Cullen, 2012). Hence, each society has its specific set of attitudes, beliefs and ideas that have a direct impact on their sustainable behaviors. Therefore, in regard of sustainable offers, companies and organizations may be subject to cultural pressures. Via isomorphic pressure, companies are pushed to imitate eco-friendly actions undertaken in the society and the competitive market they operate in to respond to local expectations and to be perceived as conform (Horak, Bindu, & Ismail, 2018). This run for societal legitimacy for organizations toward sustainability is hence directly influenced by which type of culture and society a company is conducting its business.

Going to classic Hofstede's four dimensions for national culture, we understand better what cultural aspects are beneficiaries for sustainable actions for companies, hence green consumption (Tata & Prasad, 2015). As the most relevant dimensions, collectivist cultures are more likely to adopt sustainable initiatives thanks to their will to position the benefits of the group over of the self, as opposed to individualistic culture (Tata & Prasad, 2015). Then, long-term oriented societies and culture enhance companies to adopt a "continuous improvement and sustainable culture" (Fok, Morgan, & Zee, 2021) and to build their strategies more toward a purpose. In addition, feminine culture will tend to motivate organizations to improve quality of life for the society, hence pushing toward a sustainable and green future (Parboteeah, Addaem, & Cullen, 2012). A low uncertainty avoidance culture will also help companies to be more open to change and to undertake greater risks toward environmental-friendly actions (Tata & Prasad, 2015). In addition, a low power distance enables less inequalities in societies so enhancing more social actions for companies. Most European countries being described as indulgent to risks and emphasizing long-term strategy, more sustainable offers are possible to promote a greener consumption.

Hence, according to where a company is operating, its sustainable initiatives and final green consumption differ from a culture to another. Effectively, apparel multinationals and their partners might not have the same understanding regarding sustainability and might adapt their green actions according to. Moreover, while organic food might be understood in one culture, eco-friendly consumption however might be something still out the frame.

2) Key Takeaways:

While the organic food market exploded, eco-friendly apparel however has been put aside. Consumers in cause of that phenomena are not random. Indeed, even though today's consumers understood the importance of sustainable consumption choices, they still are not applying sustainable behavior in all sectors. Indeed, while their organic food consumption seems to have sharply increased, they still do not adopt an eco-apparel consumption style. Consumers are expressing some lack of trust toward eco-friendly apparel and do not fully understand the environmental implications of eco-apparel as opposed to organic food for which they get the health and green benefits of it. This skepticism and unreadiness toward eco-apparel consumption seem to have pushed aside the green fashion sector in its growth while the organic food sector has known an exponential growth.

Therefore, the aim of the following study is to understand and highlight differences in organic food and eco-apparel consumption, hence, to uncover where organic food succeeded and where eco-friendly fashion might have failed for consumers. In the next part, we will see what reasons and factors to explain these discrepancies between the two sectors were revealed in previous studies.

That is why, we will see further what consumers understand by eco-friendly apparel items and also organic food goods. More, we will see how the theory of planned behavior with associated consumers intentions and perceptions of sustainability is actually applied by them in their purchase behavior for eco-apparel and organic food.

To clarify the repetitive terms that we will use during our research, below are the definitions associated with these:

- **Eco-Friendly Apparel:** “Apparel items made from eco-friendly yarns, fibers or even recycled materials, causing little or no environmental impact, and manufactured by environmental-conscious processes” (Perry & Chung, 2016).
- **Theory of Planned Behavior:** “Theory explaining and predicting human behavior based on information processed, intentions and attitudes that are building the resulted behavior” (Rosal & Jorgensen, 2021). In our case, we'll use the theory to try to explain the attitudes and intentions leading to eco-friendly and sustainable consumption for apparel and food.
- **Behavioral Intention:** “Being thoughtful to achieve something. Intention has three main predictors: subjective norms, perceived behavioral control, and attitudes. Intention being built, the behavior will ensue” (Rosal & Jorgensen, 2021).
- **Attitude:** “The extent to which a consumer displays a positive or negative assessment of a service, product, or behavior”. We will mainly review attitude as attitude toward environment and sustainability. A positive attitude for green offers will positively affect eco-friendly behavioral intention, hence, final behavior.

- **Subjective Norms:** “Social burden and pressure from peers, friends and family that are perceived and sensed by consumers”. Consumers might want to feel accepted by their peers and act as they do by adopting a sustainable behavior in relation to our study.
- **Perceived Behavioral Control:** “The perceived difficulty or ease in order to reach and fulfill a behavior. Main determinants for such perception are the following: accessibility, resources, and abilities”. For our research, accessibility, availability and abilities (such as price) for sustainable goods are the main to be taken into account.

Part 2: Literature Review and Theoretical Comparisons.

While reviewing the literature, we could notice different consumers’ perspectives in their food and apparel consumption but also noticed how these two sectors’ frameworks differ, hence impacting final consumption. This review also enabled us to see what subjects have been clearly lightened whilst some remained blurred.

1) Consumers’ Attitudes and Theory of Planned Behavior:

Throughout our literature review, one of the most discussed phenomena when it comes to sustainable consumption was the theory of planned behavior. Indeed, that theory was used as to explain the attitudes leading to sustainable consumption behaviors. The theory is useful in understanding what are the factors, intentions, attitudes and subjective norms leading to an eco-friendly behavior in consumption (Rosal & Jorgensen, 2021).

Starting with organic food consumption, a study uncovered several factors enhancing intentions and purchasing behavior toward organic food. Effectively, consumers identifying themselves as being environmentally and healthy conscious positively improved their organic food intention and consumption (Qasim, Yan, Guo, Saeed, & Ashraf, 2019). A result consistent with two other studies in which respondents also showed huge health interest (Tandon, Dhir, Kaur, Kushwah, & Salo, 2020) and fear of genetically modified organisms as the main determinants of organic food consumption and intention (Drejerska, Sobczak, Golebiewski, & Gierula, 2021). To go deeper into details, consumers were also showing the fear of diseases related to pesticide grown food such as depression and cardiac disorders (Rana & Paul, 2017).

However, when it came to eco-friendly apparel consumption, many other factors have been found to build intention leading to sustainable purchasing behavior. First, consumers expressing a positive attitude towards the environment were more likely to better understand sustainable challenges, hence fostering an eco-friendly apparel consumption (Rosal & Jorgensen, 2021). Moreover, the same review studied what were the impact of the perceived behavioral controls (defined as the ease or complications to complete a sustainable purchase behavior). The results indicated that the convenience and accessibility of eco-apparel were the main

factors to enable sustainable purchase, matching hence findings from another study related to store accessibility (Chang & Watchravesringkan, 2018). Then, price and brand recognition were also important determinants for perceived behavioral controls (Rosal & Jorgensen, 2021).

Nonetheless, an inconsistency was found between organic food and green apparel behaviors in terms of subjective norms building sustainable intention. Subjective norms are here described as the recognized social pressure from friends and family to fulfill a behavior (Rosal & Jorgensen, 2021). In the case eco-friendly apparel, social pressure as peers and family were among the biggest factors in building intention toward sustainable consumption (Rosal & Jorgensen, 2021) while social image and recognition were not influencing consumers to engage in organic food (Qasim, Yan, Guo, Saeed, & Ashraf, 2019). Results on eco-friendly apparel behaviors were coherent with another study in which surveyed consumers were highly influenced by peers cause of environmental guilt feelings from their social group (Cowan & Kinley, 2014) and people's opinion pressure (Chang & Watchravesringkan, 2018). However, a study published in 2021 displayed different results. Indeed, social pressure and social status were not recognized as important factors pushing towards green purchase intention and behavior, surveyed respondents were found to engage in sustainable intention and behavior by simple altruism (Morais, Pinto, & Cruz-Jesus, 2021).

Hence, we might want to study further whether social pressure is really relevant in building sustainable intention and consumption behavior.

In addition, in three research, beliefs in sustainability were studied to see whether it led to sustainable behavior consumption for green fashion. In regard to a study, consumers did not seem to believe that purchasing eco-friendly apparels have a positive impact on the environment (Cowan & Kinley, 2014). A feeling reinforced in two other articles in which surveyed participants did not believe that sustainable apparel can safeguard the environment (Perry & Chung, 2016) and believed that green apparel was not environmental-friendly (Dhir, Sadiq, Talwar, Sakashita, & Kaur, 2021). Instead, the study revealed emotions such as excitement, fun and happy feelings and items benefits such as breathability and comfort materials as main determinants to build positive attitudes toward sustainable apparel behaviors (Perry & Chung, 2016). Then, another research was aligned with these findings by demonstrating that hedonic motives such as adventure were big determinants in green intention (Kumar & Yadav, 2021). Certainly, interviewed consumers are looking for an excited shopping visit and a mean to further socialize during their purchase process (Kumar & Yadav, 2021). Then, research addressed what were the utilitarian motivations. The most relevant utilitarian motives, defined as the usefulness of an apparel item, was the eventual customization of an apparel offer (Kumar & Yadav, 2021).

This point being said, it's been however studied that consumer had no particular emotions attached when consuming sustainable apparel (Didi, Yan, Bloodhart, Bajtelsmit, & McShane, 2019).

Moreover, through our literature review, more factors have been described as enhancing sustainable intention and green apparel consumption behavior. Effectively, sustainable advertisement over traditional advertising was found more efficient in reinforcing green intention as a proof of brand innovativeness and stronger CSR (Corporate Social Responsibility) orientation for consumers (Lee & Lin, 2022). A finding in line with a research based on organic food in which CSR brand orientation was also increasing consumers organic food intention (Yu, Han, Ding, & He, 2021).

Moreover, animal welfare was an important factor for organic food consumption whilst such concern has never been mentioned in any literature regarding eco-friendly apparel intention (Hilverda, Jurgens, & Kuttschreuter, 2016), hence providing a proof of consumers' lack of knowledge regarding conventional apparel production.

On the other hand, some sustainable intention biases have been studied throughout our review. A study advanced that consumers felt four main risks when turning themselves into sustainable apparel consumption: performance, psychological, and financial risks (Kang & Kim, 2013). Indeed, performance risk related to quality was seen as a risk when it came to eco-friendly apparel as was the harm on self-image for psychological risks (Kang & Kim, 2013). However, while this paper highlighted financial risk linked to sustainable apparel price, it's been however studied that organic food expansiveness was not a green consumption bias (Hilverda, Jurgens, & Kuttschreuter, 2016) since consumers considered health properties of organic food justifying a premium price.

Furthermore, marketing strategies having been too much focus on a product-orientation and lacking consumers focus have been studied to be a reason to hedge sustainable intention and behavior in eco-apparel (Fuxman, Mohr, Mahmoud, & Grigoriou, 2022). That is why the same paper proposed new 3Ps for sustainable marketing: Preservation (linked to the environment), Performance (Economy), and Public (Society). These three new Ps aim at reinforcing the current 4Ps of the marketing mix (Price, Place, Promotion and Product) in order to enhance sustainable intention and behavior. Nonetheless, the proposed new 3Ps' efficiencies on eco-apparel have not yet been tested on surveyed consumers.

Therefore, after overview of these results, we might want to study further why consumers were more health and environmental conscious when buying organic food and less for eco-friendly apparel. In addition, it would be interesting to understand how more convenient it is to buy organic food compared to eco apparel and how could it be easier for consumers to find and buy eco-friendly apparel. Moreover, we should try to understand what would make consumers excited when purchasing eco-friendly apparels. Finally, another point which needs more clarifications is to figure out why consumers do not expect health and well-being benefits when consuming eco-apparel compared to organic food for which these notions are highly anchored.

2) Consumers and Labels Information:

Throughout our literature review, many scholars discussed the impacts of labels with their attached information on consumers green purchase intentions.

Indeed, many studies have been conducted on labels and certifications since an exponential number of consumers are looking for evidence of what companies are actually doing in terms of sustainability (WWDStaff, 2020).

To discuss the influence of green and sustainable labels, we might start to compare consumers' approach toward such labels for the food and fashion sectors. To do so, a study discovered that consumers' label understanding was different in both sectors. Effectively, when they understood that organic labeled food was healthier, without pesticides and even better for the planet, they however did not understand sustainable labeled garments (Ritch, 2015). As a result, consumers were willing to pay a premium for organic certified food while they were not for eco-friendly labeled apparel cause of the lack of information from brands to communicate what meant their green labels (Ritch, 2015). This lack of information being not communicated is aligned with a previous study which found that consumers did not consider sustainable apparel as a mean to protect the environment (Thogersen, 2000). Hence, consumers will not buy a certified sustainable garment since they did not believe it would help in environmental protection (Thogersen, 2000).

In addition, more research supported these findings by indicating that consumers had indeed a lack of understanding and knowledge regarding environmental-friendly labels (Byrd & Su, 2021), particularly in regard of higher pricing (Rothenberg & Matthews, 2017). Then, another study emphasized the lack of quality in eco-label information in terms of credibility, persuasiveness and completeness (Kumar, Polonsky, Dwivedi, & Kar, 2021), hence negatively affecting sustainable brand purchases.

Moreover, even though more and more sustainable labels are now existing in the apparel sector such as "The Better Cotton Initiative", "The Global Organic Textile Standard", "Regenerative Organic Certified" or even "C2C-Cradle to Cradle", those are not as recognizable for consumers toward food certifications such as "Organic", "Fairtrade" and "No GMO" for instances (Byrd & Su, 2021). Nonetheless, it's been pointed out in two studies that consumers are however more impacted in their purchases when the key words "recycled products" were used for apparel items (Chafin & Kleinewillinghoefer, 2019). A fact also true for organic food that's been demonstrated in two 2021's studies in which "recycled packaging" (Canio & Martinelli, 2021) and "biodegradable" (Byrd & Su, 2021) terms were important determinants to drive organic food purchase behavior.

Furthermore, labels indicating fiber origins and manufacturing processes were more likely to enhance consumers purchasing intentions for eco-friendly apparels (Hustvedt & John, 2008). Indeed, consumers were even ready to pay a premium in that study on which consumers felt positive feelings for local origin fibers,

hence increasing their purchasing motives. We could also notice that country origin fibers mattered less to surveyed consumers related to local origins (Hustvedt & John, 2008). Nonetheless, this study dating from 2008 and having surveyed only Texan's consumers, such view should be deepened.

Moreover, regular shoppers being the most representative type of apparel consumers according to a study (Gam, Ma, & Banning, 2014), they were the least expected type of consumers to read sustainable labels. Indeed, "fashionable" consumers were found to be the most likely to purchase eco-friendly apparel thanks to sustainable labels reading (Gam, Ma, & Banning, 2014).

Aside from the lack of communication and knowledge of eco-friendly labels for apparel items, a lack of trust toward them has also been expressed from consumers, hence afflicting eco-friendly purchases. Indeed, customers need to have trust in labels in order to develop an eco-friendly attitude, therefore increasing their green purchasing behaviors (Thøgersen, 2000). A view shared in a latter article which survey indicated that consumers trust in eco-friendly certifications strongly leverage green environmental behavior (Taufique, Vocino, & Polonsky, 2017). But such phenomenon is biased by a lack of trust. Research indicated that green-washing techniques are making consumers even more skeptic regarding sustainable fashion and push them to see sustainable apparel simply as a marketing strategy (Perry & Chung, 2016).

Therefore, after having read and study the literature dealing with sustainable labels, some unanswered questions remained. Indeed, we should further study how apparel brands could build a stronger trust toward their eco-friendly labels by seeing what labels and certifications key words would be the most appealing for regular and most representative consumers and how they could better understand them.

3) Green Consumption and Social Medias:

Notwithstanding, few scholars discussed the impact of social medias on today's consumers purchasing behaviors.

In regard of the organic food sector, a review found out that social medias are among the strongest normative factor motivating consumers in their organic wine purchase in Australia. Effectively, social media came ahead of family, friends or even other shoppers influences to motivate customers organic consumption (Taghikhah, Voinov, Shukla, & Filatova, 2021). Then, if social has been a strong influencer in that study, it's also been its convenience that motivated the surveyed consumers by providing greater shopping opportunities and opening up to organic wine reviews and advice. However, while social media convenience has been demonstrated to push consumers into organic wine purchase, we did not find specific articles which demonstrated if these same circumstances pushed customers into eco-friendly apparel shopping.

That is why, going back to eco-friendly apparel and its relation to social media, its importance has been nonetheless recognized. Brands indeed understood social media's value to effectively built their brands and

think better of their strategy implementation by considering them as a “drop culture” place (Amed, et al., 2020). Furthermore, brands’ strategies on social media are mainly focusing on storytelling at large rather than simple product-focused campaigns (Amed, et al., 2020). However, it has not been highlighted whether brands storytelling strategy could have a significant impact on consumers green apparel purchases.

Regarding social media’s importance to nudge green consumption, another study recognized and agreed with its potential and relevance. This study also showed that exposure to social medias has indeed the capacity to build sustainable beliefs and attitudes for young adults (Lenne & Vandebosch, 2017). Furthermore, the latest review identified what were the most significant actors on social medias exercising the biggest influence on young consumers’ beliefs. Hence, environmental NGOs were considered the biggest influencer whilst fashion brands’ sustainable contents were also well accepted to create beliefs and stronger efficacy in sustainable apparel (Lenne & Vandebosch, 2017).

So, we might want to reinforce that point by questioning consumers on what’s the most convincing between a simple product-focused campaign on social networks or a strong brand storytelling for sustainable apparel and whether such campaigns have impacts on an eventual final sustainable apparel purchase. In addition, we might ask ourselves if normative factors such as social media are stronger for eco-friendly apparel or for organic food and if its convenience is also pushing customers in green apparel purchase as it does for organic food.

4) Sector Specific: Being “Fashionable” and Eco-Friendly Apparel:

One of the biggest dilemma and challenge that is facing the apparel sector is its “fashionable” customers and their self interest in being trendy. While consumers are always looking to follow trends and dress accordingly, these short and fast fashion cycles have been proven to be unsustainable and pushing consumers into wasteful practices (Byrd & Su, 2021). Therefore, many reviews have been focused on consumers’ fashion levels and their related green or unsustainable apparel purchases.

Firstly, a study via a survey identified two kinds of customers when it comes to fashion level of interest: the ones emphasizing the self, and the practical ones (McNeill & Moore, 2015). While the practical ones claimed to put the environmental safety on the foreground, the self-centered and so called “stylish” consumers put the fit and fashion trends first in their purchase choices. However, the study revealed a strong contrast for the practical customers between their attitudes and actual shopping decisions. Indeed, while they displayed strong environmental-friendly and sustainable attitudes, their actual purchase decisions were divergent and did not always coincide with their beliefs (McNeill & Moore, 2015). We might want to dig deeper if customers did indeed change their habits into organic food and not for eco-friendly apparel.

Another review studied the different customer segments when it comes to fashion and was able to identify three of them: fashionable shoppers, regular shoppers and, uninvolved shoppers (Gam, Ma, & Banning, 2014). Findings in that research were inconsistent with McNeill & Moore results. Indeed, fashionable shoppers did not want to sacrifice style and fit in McNeill & Moore's study and were the less eco-conscious segment whilst the fashionable ones in Gam, Ma & Banning's research were the most involved in sustainable fashion and represented the ones the most environmental conscious in their shopping's. In that regard, another study was consistent with McNeill & Moore and found that most of customers were effectively not yet ready to sacrifice well fitted apparel items over sustainable ones (Byrd & Su, 2021). This divergence being among reviews, we might want to study clearly what are the actual purchase decisions and attitudes of fashion segments.

In addition, we must add that fashionable customers segment represented the smallest population in survey's sample in which regular shoppers and uninvolved customers were the largest population (Gam, Ma, & Banning, 2014). Knowing that, these two largest segments are indeed critical for eco-friendly impacts in the apparel sector. However, they were found to be less regardant of sustainable fashion and were less likely to purchase eco-friendly items (Gam, Ma, & Banning, 2014).

Moreover, a study conducted in 2017 segmented fashion customers in terms of innovativeness and gathered them into five groups: innovators, early adopters, early majority, late majority and, laggards (Matthews & Rothenberg, 2017). Results in that study were consistent with McNeill & Moore. Certainly, putting together the low fashion innovativeness segments in Matthews & Rothenberg with the practical customer group in McNeill & Moore, both groups produced similar results. Indeed, both favored eco-friendly apparel in their purchases and presented stronger environmental consciousnesses. Other similarity between these two studies is that fashionable and innovative consumers were both reluctant in purchasing environmental-friendly apparels. In addition, these findings were also coherent in consumers innovativeness regarding organic food consumption. Indeed, a study revealed that innovative consumers were more willing to consume organic food via a deeper search of sustainable knowledge and understanding (Li, Wang, Li, & Liao, 2021).

On the other hand, we found two reviews that made the distinction between fashion and style and how "stylish" consumers might be a key for eco-friendly apparel consumption. As opposed to fashion with its fast cycles, mass wastes and unsustainable practices, style has been described as a mean to demonstrate a certain uniqueness and freedom for customers (Gupta, Gwozdz, & Gentry, 2019). A definition that has been shared in a second study also declaring the expression of uniqueness via style and the opportunity for consumers to express their self and particular taste timelessly (Cho, Kim, & Gupta, 2015). In addition, both papers displayed similar results. Effectively, in both, consumers with strong style positions were more likely to consume eco-friendly apparels contrary to consumers fashion oriented. Their style interest pushed them toward quality-

focused purchased items and more ethical apparel choices in regard of the environment (Cho, Kim, & Gupta, 2015).

Moreover, consumers expressing strong materialistic values were more likely to have a fashion orientation instead of a style orientation, hence having more unsustainable purchasing behavior when it comes to apparel (Gupta, Gwozdz, & Gentry, 2019).

Then, the study went further and made the consumption behavior distinction between vertically individualistic countries such as the US and the UK for instance, and horizontally individualistic countries like Sweden and the Netherlands (Gupta, Gwozdz, & Gentry, 2019). The research found out that the vertically individualistic countries demonstrate a stronger fashion position as opposed to the horizontally individualistic countries that presented more of a style orientation. Vertical individualist countries being more focused on status, pleasure and competition might explain the fashion position, whilst the horizontal countries displaying independence, uniqueness and self-reliance attributes are indeed more aligned with the style orientation enabling them to express their unique tastes (Gupta, Gwozdz, & Gentry, 2019).

If materialism and vertically individualism were the factors to be “fashionable” instead of “stylish”, we might ask ourselves what other factors are pushing customers into fashion or style orientation.

5) Supply Chain Characteristics for Sustainability:

While looking at supply chain characteristics when it comes to sustainability and consumers, few articles described what composition would fit the best.

Starting with the organic food sector, the importance of trust between, producers, retailers, and consumers has been emphasized. Certainly, traceability has been demonstrated to be a key in consumers’ trust toward organic food items, hence providing better trust and transparency for producers (Ladwein & Romero, 2021). Traceability was also a mean to enhance the positive impression of perceived quality in producers of organic food. Hence, following the theory of trust transfer used in that study, trust in producers enhanced trust as well in retailers. Consumers were therefore more likely to purchase organic items thanks to this trust transfer (Ladwein & Romero, 2021). Then, another study highlighted the importance of traceability for organic food consumption. Certainly, by displaying and communicating their organic farms, their audit results in terms of sustainability and their tracking systems, companies’ strength and corporate image are enhanced in consumers perception (Yu, Han, Ding, & He, 2021).

We might ask ourselves if such a high level of supply chain transparency for the apparel sector might also enhance eco-friendly apparel purchases.

However, we know from a previous study that an accurate traceability and accountability is possible to be implemented but actually hard to evaluate for sustainable apparel supply chains. Indeed, traceability management systems and capacity building strategies have been suggested to enhance sustainability in

complex multi-tier supply chain that is the fashion sector (Mejias, Bellas, Pardo, & Paz, 2019). To do so, strong emphasis has been put on relationship and partnership building among all the supply chain actors, from the suppliers, tier-suppliers, producers to final buyers. A recommendation that is also aligned with another study which found that the integration of all the supply chain networks, and the sharing of knowledge can efficiently address the production of eco-friendly clothing, hence the ability to promote good quality items to purchase for consumers (Goworek, et al., 2020). A view again aligned with a McKinsey Insights paper that found that more and more brands are starting strong collaborations with innovative start-ups and peers to promote greener apparel items (Amed, et al., 2020). While sharing best practices among all of them, it's been suggested that each actor should also follow a strict sustainable code of conduct and being subject to social and external audits for sustainable compliances (Mejias, Bellas, Pardo, & Paz, 2019).

However, the authors of that study acknowledged some limits to these practices by recognizing their doubtful qualitative evaluation and the lack of real quantitative progress measures (Mejias, Bellas, Pardo, & Paz, 2019). Moreover, such partnership practices would be very much in adequacy with current consumers' expectations since they're asking for more and more proves of what apparel brands are actually doing and are now requiring some QR code to be able to view what have been each supply chain steps (WWDStaff, 2020).

That is why, while implementing such a traceability and accountability systems into complex apparel supply chain and by communicating these actions to final customers, we should wonder whether such information available to consumers has an actual impact on their eco-friendly apparel consumption and purchases.

Furthermore, a 2017 review highlighted the country-of-origin and store image relevance in consumers purchases of eco-friendly apparel items. The study's results put a biggest emphasis on store image for retailers since it was the main factor influencing the most sustainable shopping intention (Garrett, Lee, & Chu, 2017). Indeed, country-of-origin information was found to have a simple influence on item evaluation with no direct effect on purchase intention. Therefore, when it comes to retailers, store image remains the biggest determinant to press consumers into sustainable apparel consumption (Garrett, Lee, & Chu, 2017).

However, a study conducted for the organic food market revealed that the origin of the food was among the biggest determinants to purchase organic food (Hilverda, Jurgens, & Kuttschreuter, 2016). That is why, we should analyze further why the country-of-origin in apparel is not a big purchase factor as it is for organic food.

In addition, the need of a Build-to-Order strategy has been advised through a review in order to eliminate unsustainable excesses accompanied by a maximum of four collections per year (Goworek, et al., 2020). This finding clearly indicates an eventual need for customization from consumers and we might need to further study whether customers would actually welcome and appreciate large customization offers in order to become environmentally friendly in their apparel purchases.

6) Research Gap and Unanswered Questions:

Throughout our literature review, we could notice that some discrepancies existed between the organic food and eco-friendly apparel consumption. Indeed, while many theories and concepts could be applied for the organic food consumption, it wasn't always reciprocally applied to green fashion consumption patterns, and vice-versa. That is why this part aims at summing up inconsistencies, discrepancies and unanswered interrogations seen above.

Firstly, regarding factors building intention toward sustainable purchasing behavior, many elements needed to be further deepened. Effectively, subjective norms, the social pressure from family and peers, on consumers had a different impact on organic food and green apparel consumption. Therefore, we should understand how social pressure might be different among the two sectors and how important it is to build sustainable intention.

Moreover, we should try to explain why consumers do not consider eco-friendly apparel consumption as a way to safeguard environment compared to organic food to which they consider it a strong way to do so. Then, when organic food provided them with a well-being and welfare feelings, we should try to comprehend what factors would help them to build strong emotions and excitement when adopting a sustainable apparel consumption.

In addition, consumers being way more health conscious in their organic food behavior, we might see why they do not link eco-friendly fashion to health concerns.

One last matter regarding determinants enhancing green intention was the convenience and accessibility. Indeed, while convenience for organic food consumption have been found to be high and easy access, we should better understand why eco-friendly apparel was not and what it could take away from food.

Secondly, concerning labels and certifications, some divergences were found between the two sectors that need to be cleared. Effectively, while most of organic labeled food was trusted and recognized, this was not the case for eco-friendly apparel. Therefore, we need to highlight what key words for efficient labels should be used to enhance sustainable fashion behavior. In this way, we should see what kind of labels is the most appealing to consumers and how these could be more understandable to them.

Thirdly, for social medias' impact on green consumption, we should later develop whether social medias' purchase convenience could be as much efficient for green fashion as it has been found to be for organic food. Moreover, we would need to evaluate the efficiency of a sustainable storytelling communication strategy on social over a simple product-focused campaign.

Fourthly, regarding the different customers segments when it comes to apparel consumption, we would need to better understand green purchase habits per segment and what factors could enable them to adopt a

“style” consumption instead of a “fashion” one; a “fashion” consumption being much more environmental damaging as seen previously.

Fifthly and finally, some questions should be uncovered concerning green supply chain and its impact on sustainable consumption. As we know, transparency, traceability, and accountability for organic food supply chain enhanced organic consumers intentions and purchasing behaviors. Therefore, we should see whether it would apply for eco-friendly apparel offers as well. Lastly, as said previously, we should analyze consumers’ willingness to adopt large customization offers in order to become more environmentally friendly in their apparel consumption.

Part 3: Qualitative Research Design.

No studies have been delivered regarding eco-friendly consumption discrepancies between the organic food and sustainable apparel sectors. While some reasons and factors have been revealed to push or not consumers toward sustainable purchasing practices, the gap between the two sectors has not been well highlighted. Therefore, we will undertake qualitative research enabling us to understand why the organic food sector succeeded and why and where eco-apparel did not or is still lagging behind. This exploratory approach will enable us to understand and explore the unanswered drivers pushing or drifting consumers toward or away an eco-friendly consumption.

1) Research Question and Sub-Questions:

According to the research gaps we uncovered, we emitted the following research question with its sub-questions to better guide us and to better understand where to look at during our following qualitative research:

. Main Research Question:

Why eco-friendly consumption in the apparel industry has not yet taken off compared to the organic food consumption sector?

. Sub-Questions:

Q1: Why communication and knowledge were insufficient to convince consumers toward eco-friendly apparel consumption compared to organic food?

Q2: What attitudes and subjective norms are driving consumers into eco-friendly consumption?

Q3: Why eco labels and certifications lacked convincing consumers for eco-friendly apparel as opposed to organic food label?

Q4: What accessibility factors are enabling consumers to organic food and apparel eco-friendly behaviors?

Q5: What's driving consumers' willingness to switch to a greener style consumption?

2) Propositions:

Based on previous literature and findings, while some drivers and explanations have already been uncovered, some however remained unclear and unsolved to our questions. Therefore, we emitted the following propositions in order to suggest new drivers to answer our questions:

Proposition to our main research question: As opposed to organic food, consumers have not yet emphasized an eco-friendly apparel consumption cause of under-developed behavioral intentions. This phenomenon and lack of intention being detailed and suggested in the next propositions.

Proposition to Q1: Apparel companies lacked convincing and communicating to consumers their eco-friendly actions and products compared to organic food sector. This insufficiency could be explained by a non-satisfactory storytelling of their brands, and an unclear transparency and traceability of their supply chains. Also, this lack of communication might have resulted in a devoid consumers' awareness and knowledge regarding eco-friendly apparel and in little knowledge of fashion's environmental and health impacts. More, a better application and communication of the new marketing 3Ps (Preservation – Performance – Public) would help eco-apparel behaviors.

Proposition to Q2: As subjective norms, social pressures from family and friends are stronger toward organic food and weaker when it comes to eco-friendly apparel consumption. Then, consumers do not feel peculiar excitement and positive feelings when buying eco-friendly apparel, as compared to organic food. Consumers might demonstrate a resentment and bitterness attitude toward green apparel or would buy eco-apparel because of their sense of community responsibility and altruism.

Proposition to Q3: Consumers do not recognize currently eco-friendly apparel labels as they do for organic certified food. A universally understood label and appellation (as there is for organic food), currently nonexistent, would be more efficient to recognize green fashion. Key words such as “Bio”, “100% Green”, “Eco-Friendly Certified”, “100% Recycled” or even “European Origin” would enhance consumers labels recognition and eco-friendly behavior for apparel.

Proposition to Q4: While organic food is widely represented and available in specialized retail and even in supermarkets and hence is easy to find for consumers, eco-friendly apparel however is not. Better brand recognition for green fashion, wider eco offers, better retail representation and availability, greater highlights on social media, and greater ability related to pricing for eco-friendly apparel, would enhance consumers accessibility and easiness to adopt eco-friendly apparel behavior.

Proposition to Q5: When brands are emphasizing uniqueness of their eco-friendly apparel items, consumers would be more willing to adopt a style consumption over an environmental-impacting fashion consumption. More, a better consumers' perception on garments quality and longevity would push them further to eco-friendly apparel. In addition, customization opportunities to express their selves would help them to switch to a greener style consumption.

3) Methodology: Single Embedded Case Design:

Because most of the previous studies we reviewed on organic food and eco-friendly apparel were quantitative and offered few clear explanations on acceptance and rejection antecedents, we will respond to our uncovered questions and check our propositions via qualitative research. Our qualitative research enables us to get deep insights and understanding for our studied phenomenon and get real life contexts from consumers.

As a methodology we will use a single embedded case design. Such a methodology will allow us to respond to our problematic questions and verify our propositions. Our case corresponds to a consumer group focus composed of 12 respondents. As previously seen, the younger generation being the ones the most impacted by climate change and the one called to undertake great sustainable changes, our customer group focus represent 18-30 years old consumers. Because literature antecedents had discrepancies and unrevealed factors for the gap between organic food and eco-friendly apparel consumption, our customer focus case will allow us to unveil new contextual factors, to establish causalities links to our phenomenon and, to confirm or not the propositions we emitted to our research questions.

To organize and understand our phenomenon with organic food and eco-friendly apparel discrepancies, we divided our case into six subcases to structure our research. Hence, our six sub-cases are linked to our propositions and are the following: introduction to the phenomenon and consumers profiles consumption habits overview, communication and knowledge impacts on consumers, consumers 'subjective norms, consumers' labels recognition, consumers' accessibility and, consumers' style.

4) Data Collection Method: Semi-Structured In-depth Interviews:

For our qualitative research, we conducted semi-structured in-depth interviews with 12 consumers in order to collect our data to be able to check our propositions and respond to our questions. More, such collection method allowed us to understand our phenomenon deeper and identify similar patterns among our questioned consumers, rather than having superficial findings while adopting a quantitative method with its closed questionnaire results and finding.

The interviews we conducted with their insightful and probing questions enabled us to collect acute consumers’ perspectives and personal stories regarding eco-friendly apparel and organic food consumption discrepancies.

Our 12 interviews were semi-structured with the help of a basis questionnaire ([Annex 1 for Basis Questionnaire](#)) with which questions could be adapted according to consumers’ responses during interviews. The questionnaire was built in 6 distinct sections to collect data and get consumers’ perception on our 6 sub-cases and propositions (the first section being the presentation and introductory part). Respondents were informed on the research objectives and scope at the beginning before starting our main interview questions based on previous literature gaps and unanswered questions. All interviews were carried face-to-face and were recorded on mobile phone for facilitating written transcription ([Annex 2 for Written Transcriptions](#)). Interviews were consented and consumers were assured of confidentiality. Each respondent fulfilled and signed consent forms. Interviews lasted on average 20 minutes. Interviews took place between 16th and 22nd of May and hence lasted seven days with two interviews per day approximately. Further details on questioned consumers profiles are summed up in Table 1 below.

Age Average	<i>22,4 Years Old</i>
Gender	<i>Female = 67% - Male = 33%</i>
Educational Qualification	<i>17% Bachelor Degree – 83% Master Degree</i>
Professional Status	<i>17% Worker Under Contract – 83% Students</i>
Geographical Origins	<i>Western Europe</i>

Table 1, Respondents and Consumers Profiles Overview

5) Analysis and Results:

To interpret our respondents’ answers, we will use a data coding technique enabling us to analyze our qualitative data via open-axial-selective coding. Such technique and coding were done by words, sentences and even paragraphs. This approach made possible for us to identify common patterns shared among our 12 respondents and consumers for each of our 6 subcases in order to get a better understanding and modeling our phenomenon.

a- Open Codes and Axial Codes:

During our open code session and analysis, we used both inductive and deductive approaches to identify our open codes in order to uncover repetitive and recurrent patterns among our interviewed consumers. The total numbers of open codes and axials codes we collected and identified are displayed in Table 2 below.

	Open Codes	Axial Codes
Sub-Case 1: Consumers Profiles & Consumption Habits	26	13

Sub-Case 2: Communication and Knowledge Impacts on Consumers	61	28
Sub-Case 3: Consumers' Subjective norms	30	13
Sub-Case 4: Consumers' Label Recognition	20	12
Sub-Case 5: Consumers' Accessibility	44	19
Sub-Case 6: Consumers' Style	15	5

Table 2, Total Number of Open and Axial Codes Collected per Sub-Case.

For further details of each code name with the attached quotes of respondents' answers, Annex 3 exhibit all consumers' quotes linked to each open and axial codes ([Annex 3 for Open and Axial Codes Details](#)).

Once open codes uncovered, we defined our axial codes to develop categories and inter-connections between our respondents. Accordingly, open and axial codes for each sub-case were divided in 4 broader categories: motivators and barriers to organic food and, motivators and barriers to eco-friendly consumption. In our case, what we call motivators represent the current opportunities and advantages that organic food and eco-friendly apparel have or should catch. More, motivators represent also the current positive solutions and situations that consumers demonstrate. For the barriers, it indicates us the weaknesses that organic food and eco-friendly apparel may display and how each should learn from their mistakes to improve their propositions to consumers. To go on, by merging the connected open codes under wider dimensions with the axial codes, we had the possibility to go further in our analysis by modeling theories and proceeding to selective coding.

b- Selective Coding and Theoretical Modeling:

Once our open and axial coding defined and done, we were able to go further and to proceed to the selective coding phase. This step being one of the most important in our exploratory research because it finally represents the stage in which we'll check the validity of our propositions and respond to our questions. Indeed, the selective coding procedure permitted us to build up a discursive theoretical narrative and story that connected and explained all our categories. The final result of this stage is the definition of core categories made by selective coding followed by our model with its attached story.

Subsequently, we defined 11 core categories in total. These 11 core categories hence represent our 11 core divisions in our selective coding step. Such category division enabled us to get better insights between organic food and eco-friendly consumption discrepancies via the production of an explanatory model. Below, Table 3 sums up the 11 core categories we determined.

Sub-Case 1	Core Category 1: Factors Affecting Organic Food Consumption in Relation to Consumers Profiles and their Consumption Habits.
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	Core Category 2: Factors Affecting Eco-Friendly Apparel Consumption in Relation to Consumers Profiles and their Consumption Habits.
Sub-Case 2	Core Category 3: Factors Affecting Organic Food Consumption in Terms of Communication & Knowledge Impacts on Consumers. Core Category 4: Factors Affecting Eco-Friendly Apparel Consumption in Terms of Communication & Knowledge Impacts on Consumers.
Sub-Case 3	Core Category 5: Factors Affecting Organic Food Consumption in Terms of Consumers' Subjective Norms. Core Category 6: Factors Affecting Eco-Friendly Apparel Consumption in Terms of Consumers' Subjective Norms.
Sub-Case 4	Core Category 7: Factors Affecting Organic Food Consumption in Terms of Consumers' Label Recognition. Core Category 8: Factors Affecting Eco-Friendly Apparel Consumption in Terms of Consumers' Label Recognition.
Sub-Case 5	Core Category 9: Factors Affecting Organic Food Consumption in Terms of Consumers' Accessibility. Core Category 10: Factors Affecting Eco-Friendly Apparel Consumption in Terms of Consumers' Accessibility.
Sub-Case 6	Core Category 11: Factors Affecting Eco-Friendly Apparel Consumption in Terms of Consumers' Style.

Table 3, Recap of our 11 Core Categories Defined for our 6 Sub-Cases.

Therefore, in our following steps, we'll analyze our findings one by one, sub-case per sub-case. This way, we'll be able to construct our theoretical narrative and verify our propositions to our questions. To do so, we'll present the model we built up for each sub-case thanks to which we'll construct our exploratory story and verify our propositions.

b-1. Theoretical Model and Analysis for Sub-Case 1.

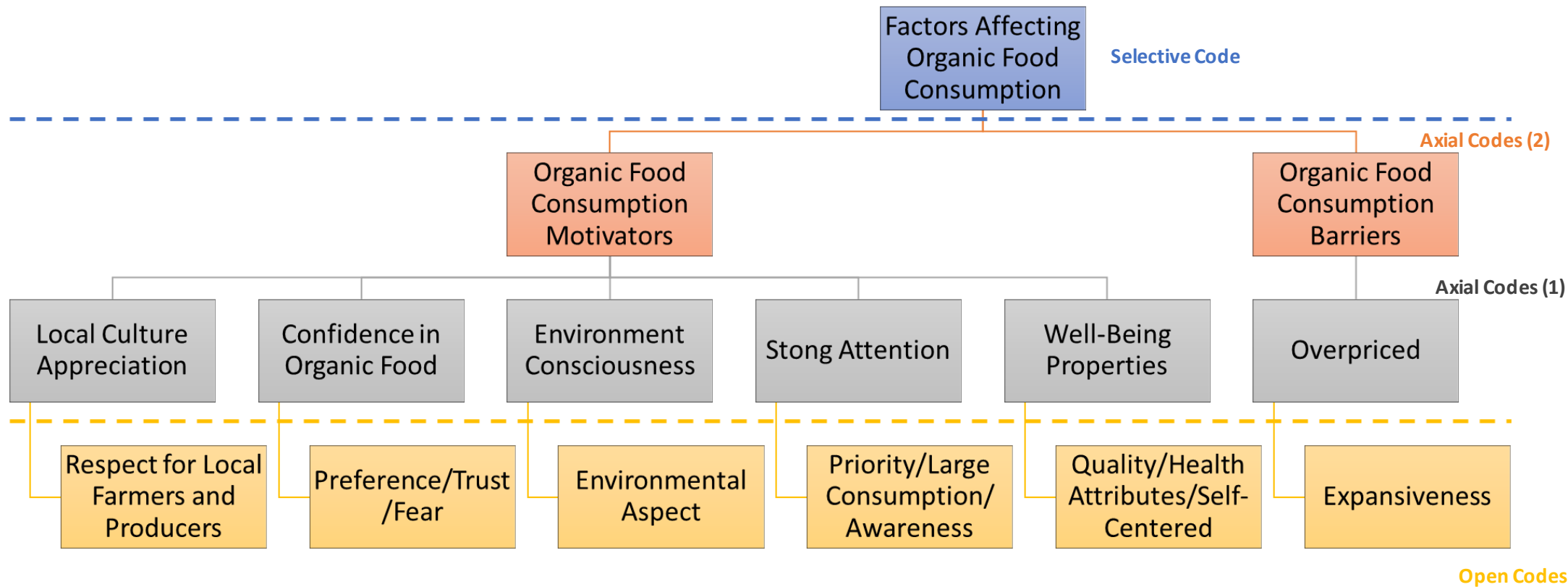
As displayed below, we constructed the following models 1 & 2 to respond to our sub-case 1. This first part being the introductory one, we were able to have an overview of consumers' profile, their consumption habits and have a first glance of our phenomenon.

Our original question and proposition linked to sub-case 1 were the following:

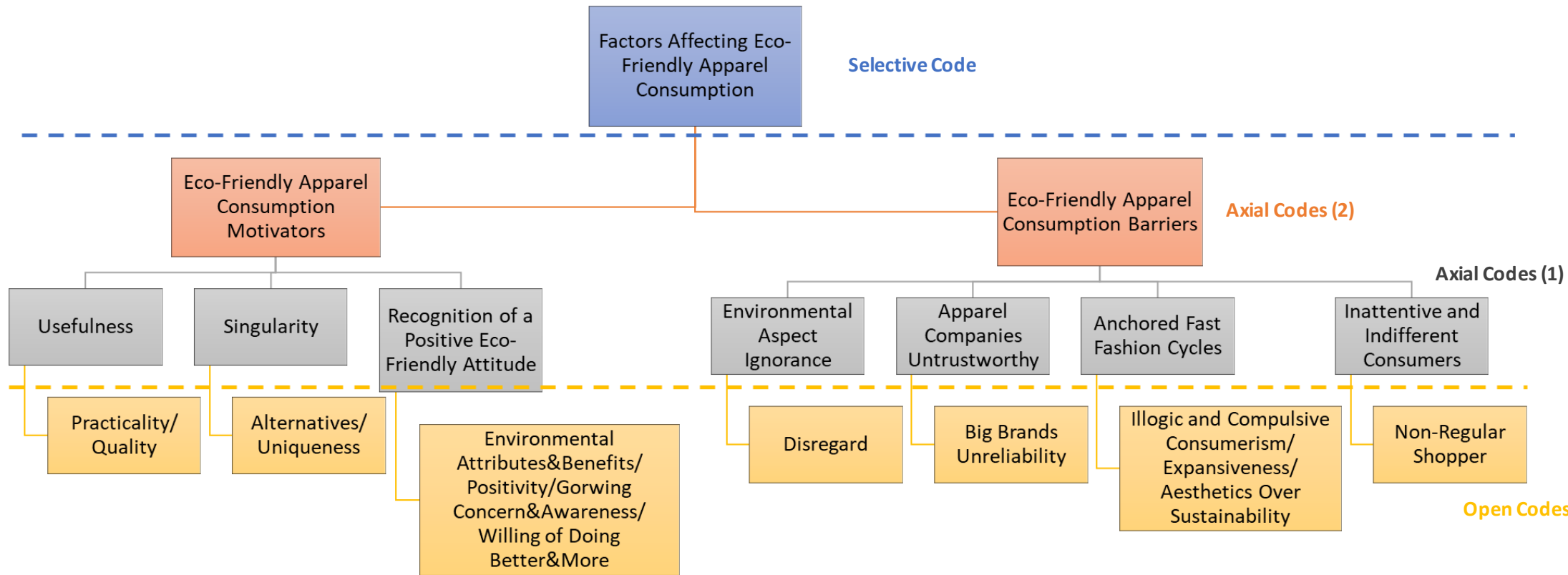
Question: Why eco-friendly consumption in the apparel industry has not yet taken off compared to the organic food consumption sector?

Proposition: As opposed to organic food, consumers have not yet emphasized an eco-friendly apparel consumption cause of under-developed behavioral intentions. This phenomenon and lack of intention being detailed and suggested in the next propositions.

This question being our main research question, this sub-case mainly helped us to identify the phenomenon and observe the first consumers' opinions on the subject.



Model 1: Core Category 1 for Sub-Case 1: Factors Affecting Organic Food Consumption in Relation to Consumers Profiles and their Consumption Habits.



Model 2: Core Category 2 for Sub-Case 1: Factors Affecting Eco-Friendly Apparel Consumption in Relation to Consumers Profiles and their Consumption Habits.

As a first observation to our phenomenon about differences in consumption between organic food and eco-friendly apparel, we could clearly notice that eco-friendly apparel is lagged and has not taken off compared to organic food. A circumstance aligned with our proposition in which consumers intentions toward eco-friendly apparel is not affirmed compared to organic food.

Indeed, while looking at our models above and core categories 1 and 2, we could clearly see the unbalanced motivations and barriers between organic food and eco-friendly apparel. When consumers showed strong motivations and only one main barrier to organic food, however, they demonstrated lots of barriers to eco-friendly apparel and few motivations.

While consumers have an overall strong appreciation, confidence and attention to organic food, they however tend to ignore eco-friendly apparel cause of some indifference but also a consequent lack of trust toward companies. Even though most of consumers recognize eco-friendly apparel as useful, their anchored fast fashion attitudes remain stronger and big brands untrustworthy don't push them to consume eco-friendly garments offers.

Therefore, we'll see in the next sections the other models we built up for the remaining sub-cases to get stronger insights and reinforce our theoretical story.

b-2. Theoretical Model and Analysis for Sub-Case 2.

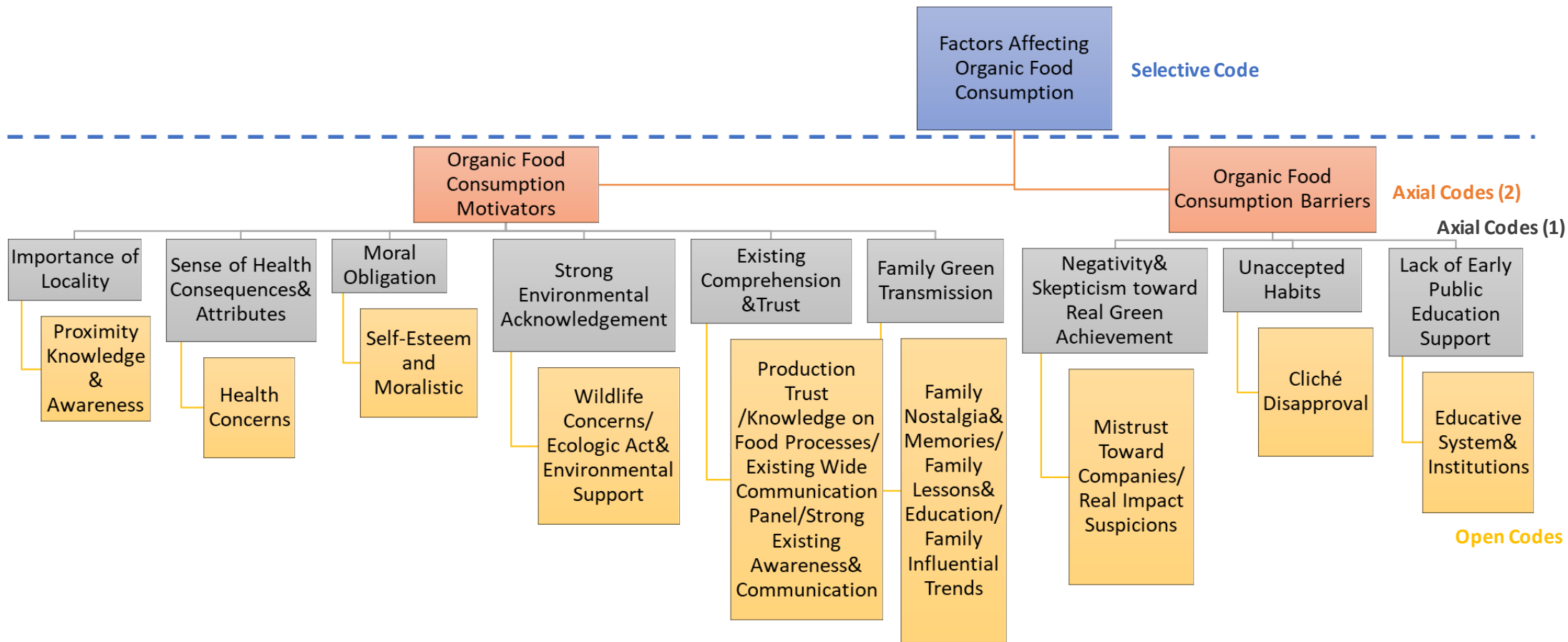
Now that we have the proof that eco-friendly apparel is indeed not yet anchored in consumers' intention as opposed to organic food, we can further detail and understand our phenomenon by analyzing more findings via our next models 3 & 4 for sub-case 2.

Again, as a reminder, below the question and proposition corresponding to sub-case 2 of our study:

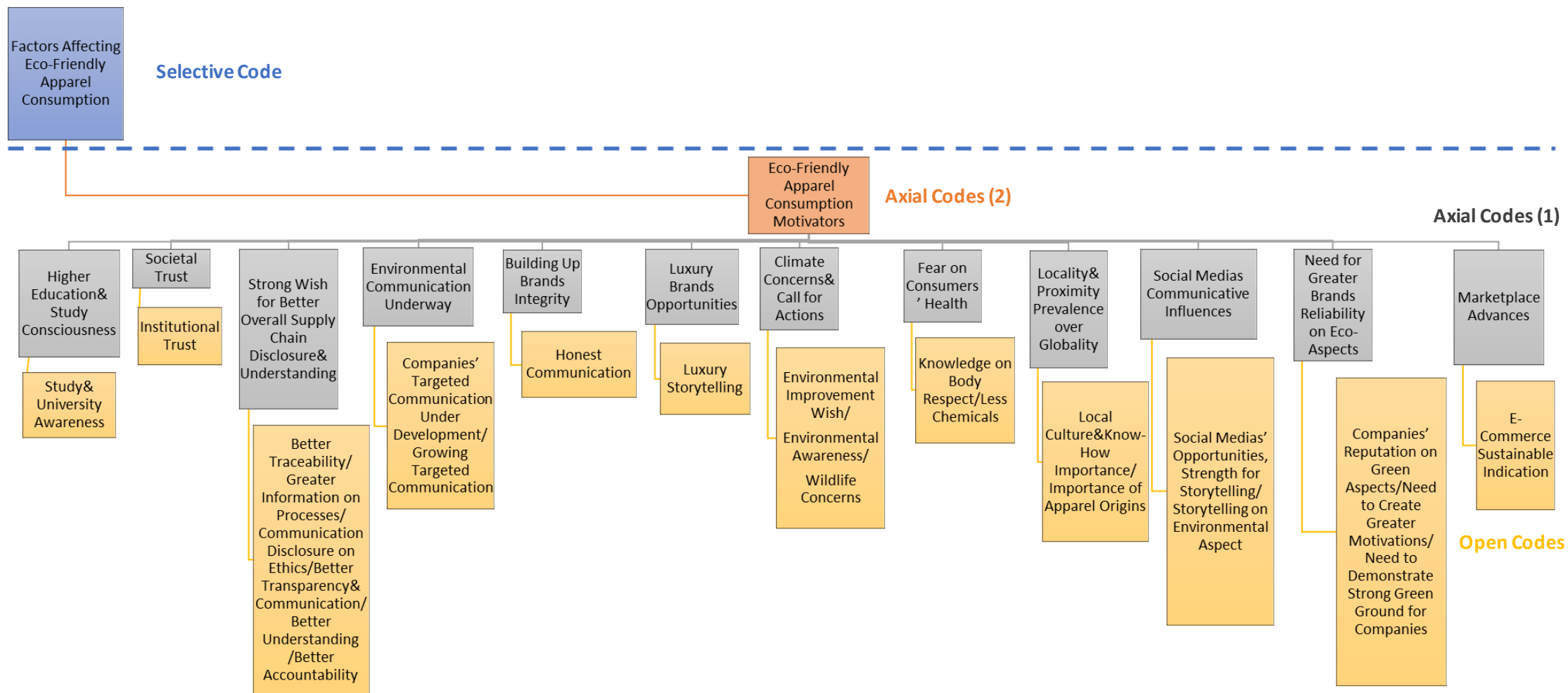
Question: Why communication and knowledge were insufficient to convince consumers toward eco-friendly apparel consumption compared to organic food?

Proposition: Apparel companies lacked convincing and communicating to consumers their eco-friendly actions and products compared to organic food sector. This insufficiency could be explained by a non-satisfactory storytelling of their brands, and an unclear transparency and traceability of their supply chains. Also, this lack of communication might have resulted in a devoid consumers' awareness and knowledge regarding eco-friendly apparel and in little knowledge of fashion's environmental and health impacts. More, a better application and communication of the new marketing 3Ps (Preservation – Performance – Public) would help eco-apparel behaviors.

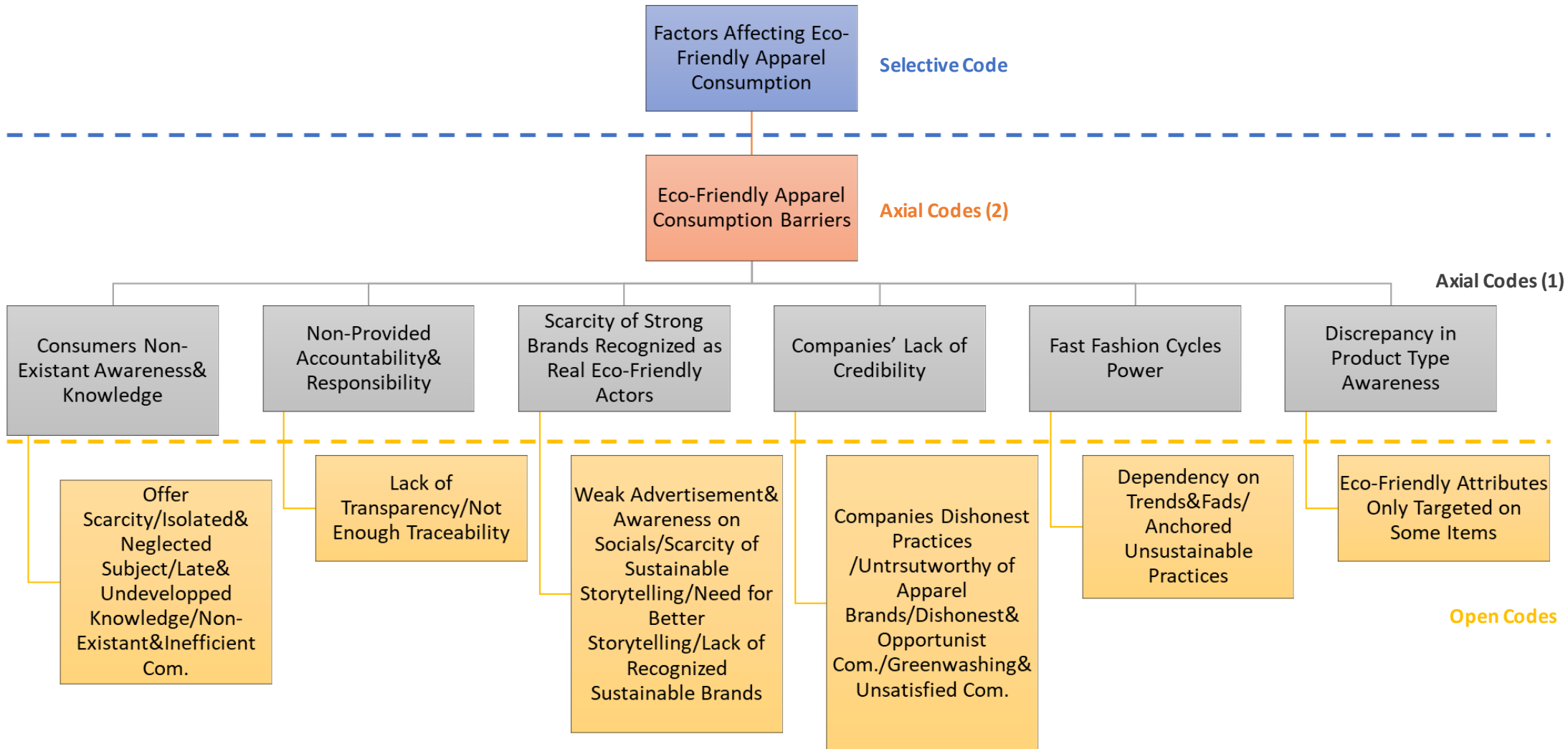
This sub-case analysis enabled us to build up our theoretical narrative with the impacts of communication and knowledge on organic food and eco-friendly apparel consumption.



Model 3: Core Category 3 for Sub-Case 2: Factors Affecting Organic Food Consumption in Terms of Communication & Knowledge Impacts on Consumers.



Model 4: Core Category 4 for Sub-Case 2: Factors Affecting Eco-Friendly Apparel Consumption in Terms of Communication & Knowledge Impacts on Consumers.(only motivators here)



Model 4: Core Category 4 for Sub-Case 2: Factors Affecting Eco-Friendly Apparel Consumption in Terms of Communication & Knowledge Impacts on Consumers.(only barriers here)

Going further, when communication and knowledge on organic food had the time to be developed and anchored in consumers' mind, eco-friendly apparel communication and knowledge only started recently to be spread. In consequences, consumers could develop a strong familiarity with organic food and got better understanding on each detail about organic food with its health attributes and supply chain importance about locality priority. Such developed communication also enabled consumers to have trust and to grow a sort of moral obligation toward organic food consumption.

However, that's a totally different story for eco-friendly apparel. Effectively, even though some consumers are aware of the challenges regarding fashion and apparel thanks to their study or personal concerns regarding climate change, communication and knowledge have been insufficient to push further their eco-friendly garments consumption. Since companies and brands are not disclosing their overall supply chain to consumers, these latest don't get a clear understanding of traceability and accountability, hence cannot develop the necessary knowledge to understand real eco-friendly actions that may push them toward eco-friendly apparel consumption. Moreover, this lack of companies disclosure also prevents brands to appear as real and strong sustainable and pro-environment actors. This resulted lack of brands integrity, credibility and reliability only nourished more fast fashion cycles power and hindered consumers awareness on fashion industry environmental and health impacts.

As a solution for a better communication and to build up better knowledge on eco-friendly apparel, one of the biggest opportunities to seize for companies will be hence to convey an informative communication of their eco-friendly actions with detailed and convincing information of their overall supply chain, from raw materials sources till delivery into consumers' hands. Such brands behavior would enable them to appear as committed to deep rooted environmental actors. One of the most effective ways to reach consumers for such knowledge disclosure would be via the mean of social medias. Indeed, social medias having been recognized as one of the biggest places to influence consumers, it also offers huge space and room for brands to expose a convincing sustainable storytelling that would help them in return to be credible eco-friendly actors.

More, marketplaces and E-commerce platforms also represent an opportunity to seize for brands to better publish their environmental-friendly communication while displaying eco-friendly indications and their brands sustainable storytelling attached to it.

One last possibility for apparel brands would be to appear premium as organic food appears to consumers. Indeed, consumers understood the premium aspect of organic food with its health and qualitative attributes, however, they did not for eco-friendly apparel. Therefore, eco-friendly apparel brands should work on a premium appearance to reinforce their sustainable credibility and further convince consumers to adopt an eco-friendly apparel consumption behavior.

Our findings are therefore aligned with our proposition. More, our findings strengthen our proposition by providing new insights for a more efficient and convincing communication for brands. Then,

the new marketing 3Ps have been well pointed out by consumers. Effectively, consumers exposed a need to have greater communication and knowledge on performance, public and preservation aspects. Their awareness is hence acute, brands then just need to exploit consumers' awareness by providing what consumers care about, therefore pushing them to greater eco-friendly apparel behavior.

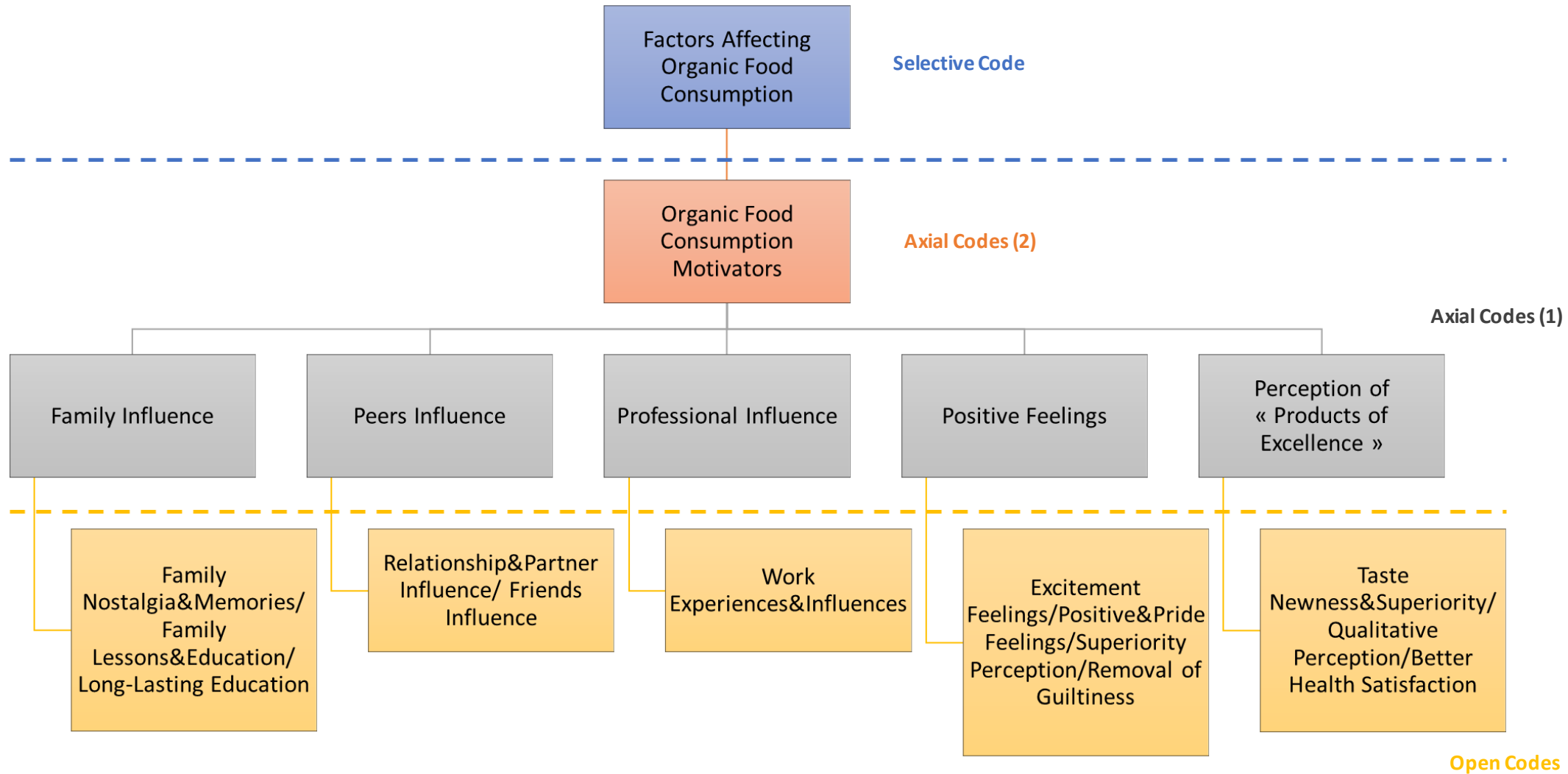
b-3. Theoretical Model and Analysis for Sub-Case 3.

Forthwith, let's analyze our findings regarding our sub-case 3. To do so, we constructed models 5 & 6 linked to our findings. Once more, as a reminder, below are the question and proposition we emitted concerning sub-case 3:

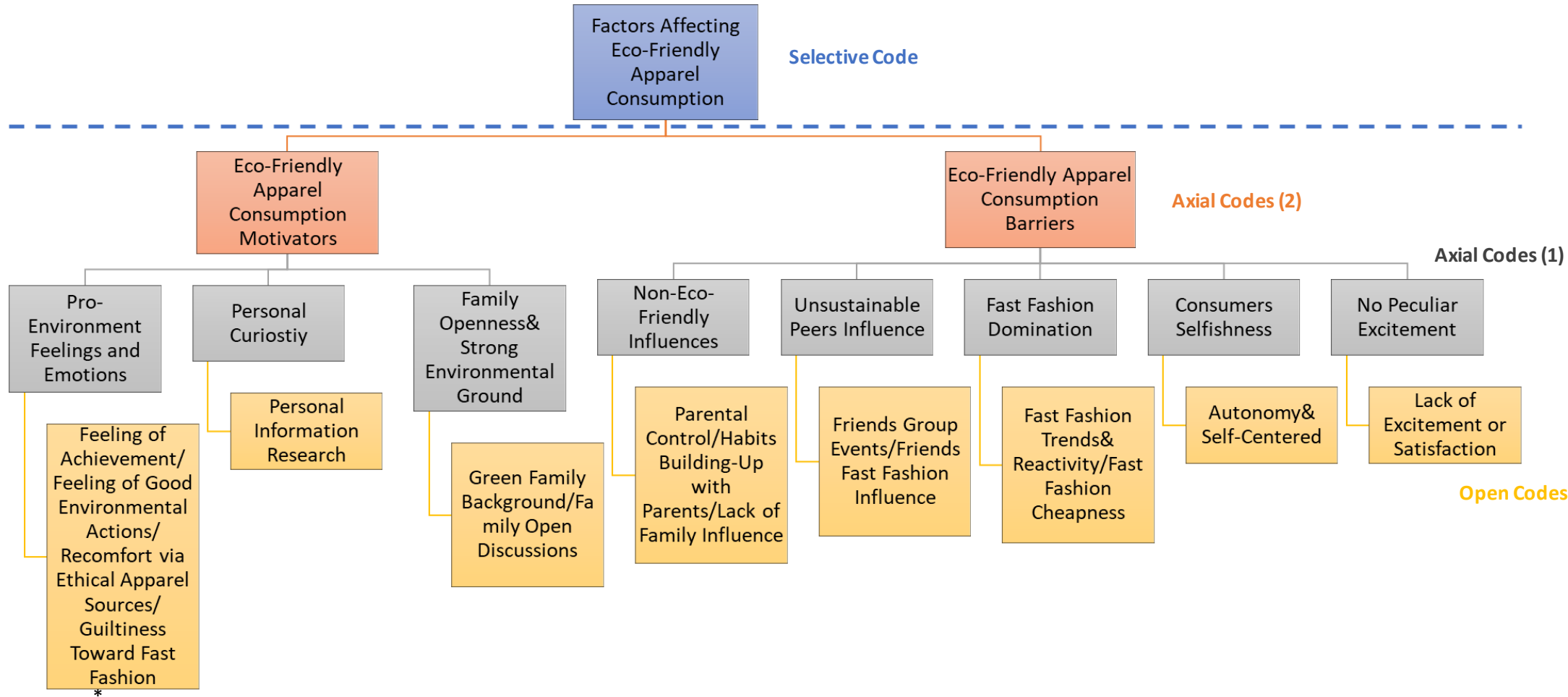
Question: What attitudes and subjective norms are driving consumers into eco-friendly consumption?

Proposition: As subjective norms, social pressures from family and friends are stronger toward organic food and weaker when it comes to eco-friendly apparel consumption. Then, consumers do not feel peculiar excitement and positive feelings when buying eco-friendly apparel, as compared to organic food. Consumers might demonstrate a resentment and bitterness attitude toward green apparel or would buy eco-apparel because of their sense of community responsibility and altruism.

The models we built up for this sub-case made us possible to understand what external factors and influences impact consumers in their organic food and eco-friendly consumption. More, we could uncover what attitudes they demonstrate when adopting such consumption behaviors.



Model 5: Core Category 5 for Sub-Case 3: Factors Affecting Organic Food Consumption in Terms of Consumers' Subjective Norms.



Model 6: Core Category 6 for Sub-Case 3: Factors Affecting Eco-Friendly Apparel Consumption in Terms of Consumers' Subjective Norms.

According to the models we built, when it comes to subjective norms influences for organic food and eco-friendly apparel, discrepancies are striking. Indeed, when family, peers and even professional influences are well present in organic food consumption, it is however not the case for eco-friendly apparel consumption. When it comes to apparel, the strongest influence is consumers themselves and their personal curiosity and pro-environmental attitude that push them to have a pro eco-friendly apparel consumption. Family and peers do not have a real impact compared to organic food for which consumers have been told since their young age the importance of such consumption.

More, when consumers' peers and friends positively enhance organic food behavior, they tend to have the opposite effect for apparel by leveraging consumers into unsustainable apparel consumption via friends events such as group shopping directing the overall group into fast fashion brands.

In addition, most of consumers grow up families unconcerned by eco-friendly apparel habits, hence it did not trigger any early awareness and positive attitude on the subject. The only way for consumers to develop an early attitude toward eco-friendly apparel is to have grown-up in an open-minded family being open to discussions and flexible to adopt new habits. But such case remains seldom.

Furthermore, consumers do feel positive feelings and attitudes when it comes to organic food. Indeed, they do experience some pride, excitement, nostalgia and, even a part of superiority when having an organic food behavior. More, this excitement is boosted by the curiosity and innovativeness of organic food perceived as premium and excellence products which also deliver greater health satisfaction to consumers. Nevertheless, that is not the case for eco-friendly apparel. Even though part of consumers presents pro-environmental attitudes and emotions, consumers have mix feelings. Effectively, while consumers express some recomfort and achievement feelings toward eco-friendly apparel, they are not particularly excited by it and remain bitter. More, this is where we can see a typical example of the theory of planned behavior gap. Consumers do present pro-environmental attitudes but actually do adopt a final consumption behavior toward eco-friendly apparel. This gap is explained by the unmovable domination of fast fashion with its reactivity, trends and cheapness on which consumers' selfishness and self-centrism don't divert.

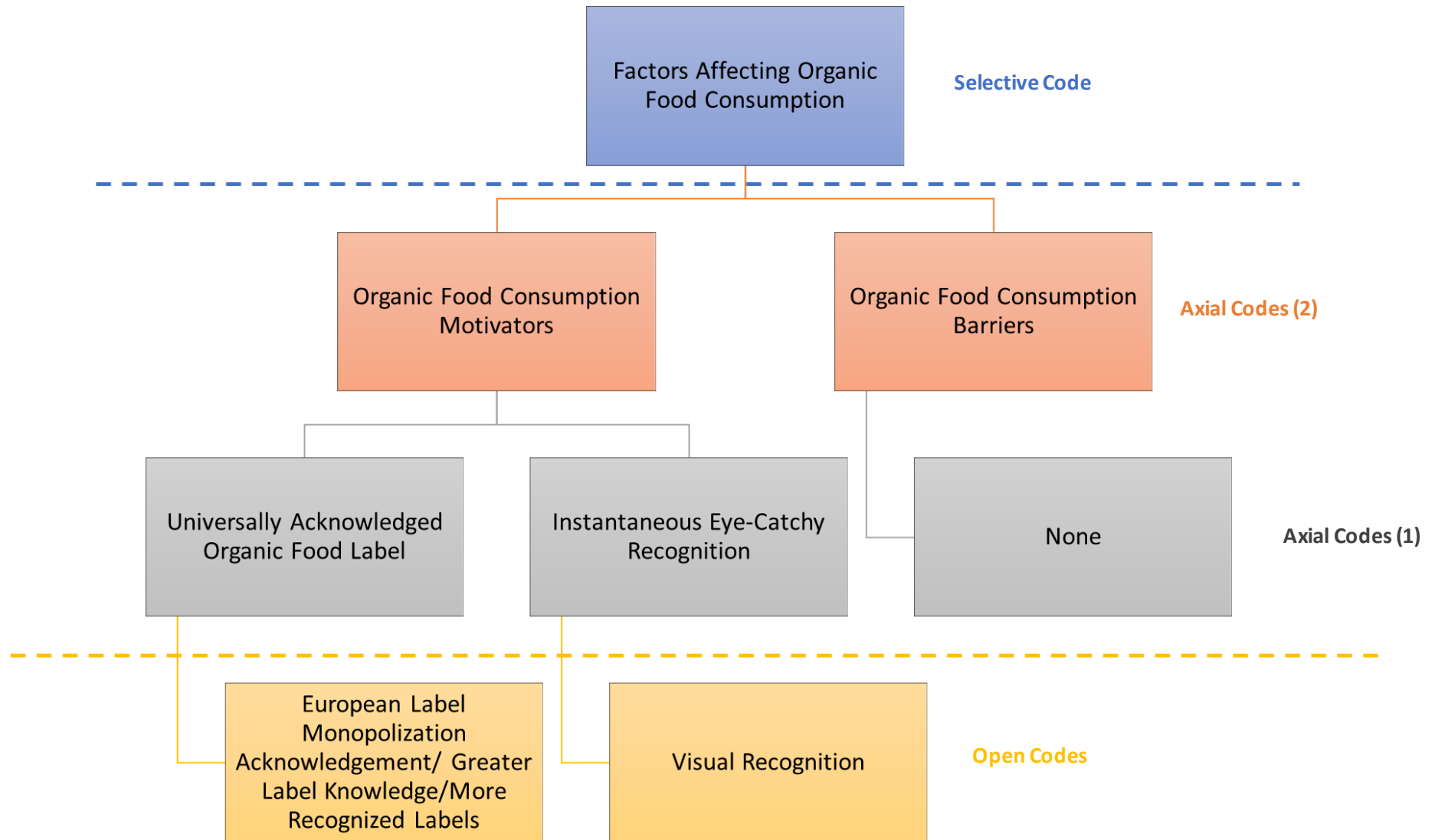
From our findings, we could see that our proposition to sub-case 3 was partially correct. Indeed, while we were right on subjective norms influences and feelings and emotions consumers can bear, we did not find any resentment attitude neither a sense of altruism nor community expressed by consumers.

b-4. Theoretical Model and Analysis for Sub-Case 4.

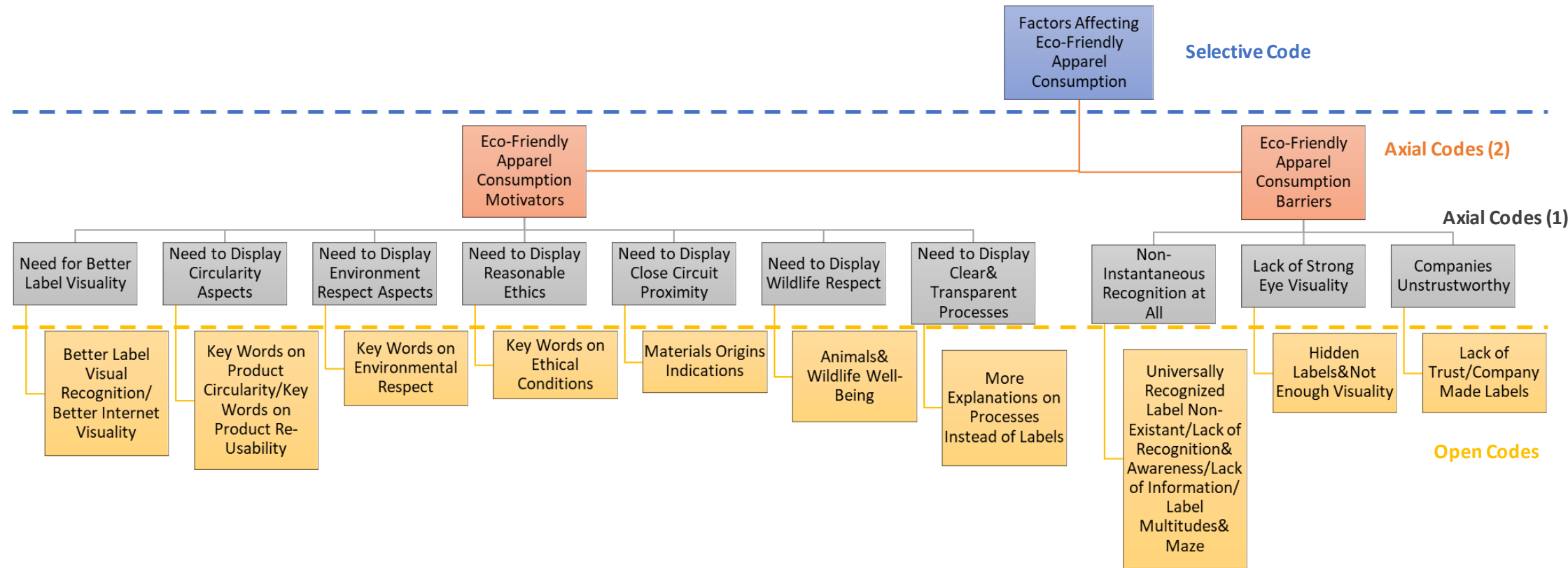
Going forward, we'll check our proposition validity concerning sub-case 4 and analyze our findings concerning consumers' label recognition and its consequences on organic food and eco-friendly apparel consumption via our models 7 & 8. Below, the question and proposition we made associated with sub-case 4:

Question: Why eco labels and certifications lacked convincing consumers for eco-friendly apparel as opposed to organic food label?

Proposition: Consumers do not recognize currently eco-friendly apparel labels as they do for organic certified food. A universally understood label and appellation (as there is for organic food), currently nonexistent, would be more efficient to recognize green fashion. Key words such as “Bio”, “100% Green”, “Eco-Friendly Certified”, “100% Recycled” or even “European Origin” would enhance consumers labels recognition and eco-friendly behavior for apparel.



Model 7: Core Category 7 for Sub-Case 4: Factors Affecting Organic Food Consumption in Terms of Consumers' Label Recognition.



Model 8: Core Category 8 for Sub-Case 4: Factors Affecting Eco-Friendly Apparel Consumption in Terms of Consumers' Label Recognition.

Hence, discrepancies between organic food and eco-friendly apparel are once again clearly demonstrated. Indeed, while labels and certifications attached to organic food are instantaneously and universally recognized and acknowledged, it is not the case for labels connected with eco-friendly apparel for which the needs are numerous and recognition not automatic.

Indeed, the label story for influencing consumers behavior is different for the two sectors. In Europe, consumers are submitted to a label monopolization via the mandatory European label regarding organic food that is present on every organic food item. Such attribute helped consumers in their instantaneous visual recognition and acknowledgement of organic food. More, the European label helped in trust building and bringing more confidence in organic items purchased by consumers. Hence, such confidence helped in convincing consumers behavior toward organic food.

However, as we said, the narrative is different with regard to eco-friendly apparel labeling. Effectively, as opposed to organic food, consumers do not have a universally label understood by all. This lack of label ‘centralization’ provoked a non-recognition and lack of awareness to eco-friendly labels for apparel. More, since there is no European label for green apparel as there is for organic food, consumers now face a multitude and maze of green labels in which they get lost and do not understand fully. These abundances of labels are also creating fears and doubts on these latest. Indeed, consumers start to have a lack of trust and feel that these so-called eco-friendly labels on apparel are made by brands themselves. Thus, consumers resent some untrustworthy toward companies and green labels. In such way, their consumption for eco-friendly apparel is affected and diminished.

To really influence consumers behavior toward green apparel, brands should construct their green labels on displaying some specific information consumers are looking for: circularity, environmental respect, ethics and close circuit. However, to be credible in their green labels, brands should also display good clarity and transparency on their processes so their labels are trustworthy in consumers’ minds. More, cause of labels multitudes, they need to demonstrate a much better visuality so consumers identification is instantaneously done.

Thereby, our proposition was verified and correct. Consumers are indeed looking for universally accepted and understood eco-friendly labels for apparel as there is for organic food. Also, consumers agree to have green apparel labels linked to European origin and recycling aspect with better visuality and recognition.

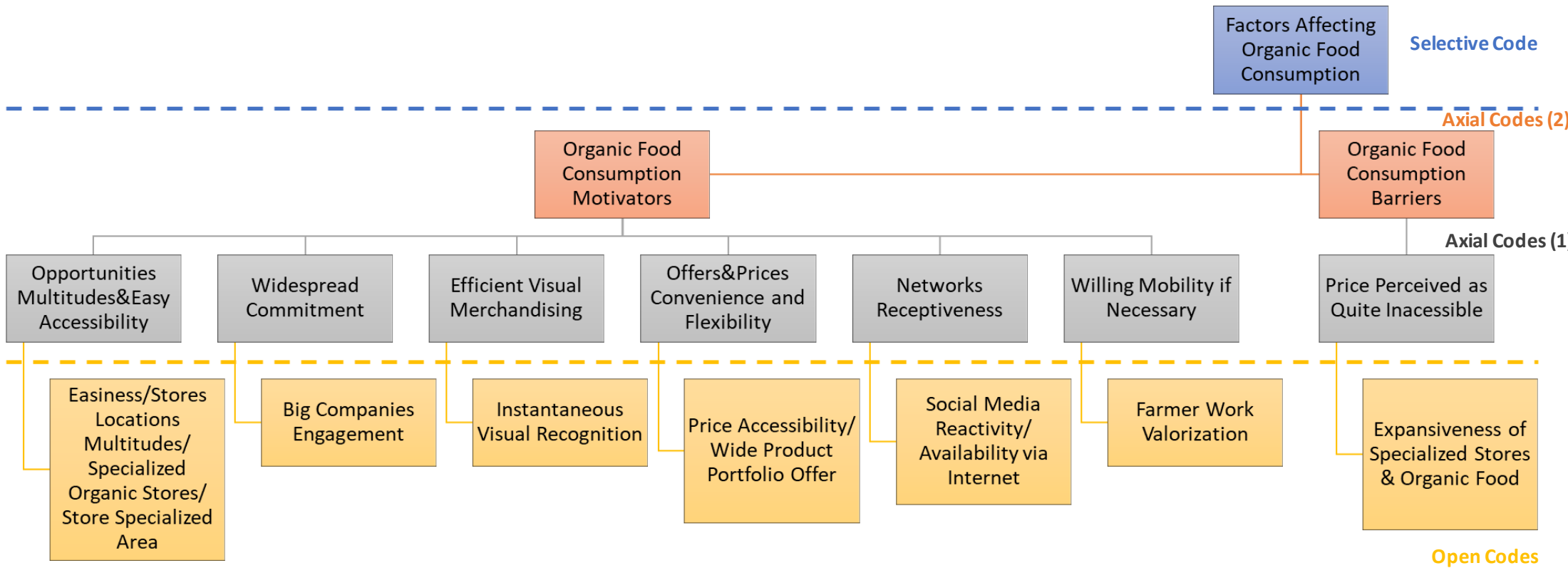
b-5. Theoretical Model and Analysis for Sub-Case 5.

When we just reviewed the impacts of labels and certifications on consumers’ organic and eco-friendly behaviors, we will know check our proposition concerning consumers’ accessibility and its impact on their behaviors. To do so, we built models 9 & 10 displayed below.

Once again, below a reminder of the question and proposition we emitted linked to sub-case 5:

Question: What accessibility factors are enabling consumers to organic food and apparel eco-friendly behaviors?

Proposition: While organic food is widely represented and available in specialized retail and even in supermarkets and hence is easy to find for consumers, eco-friendly apparel however is not. Better brand recognition for green fashion, wider eco offers, better retail representation and availability, greater highlights on social media, and greater ability related to pricing for eco-friendly apparel, would enhance consumers accessibility and easiness to adopt eco-friendly apparel behavior.



Model 9: Core Category 9 for Sub-Case 5: Factors Affecting Organic Food Consumption in Terms of Consumers' Accessibility.

Factors Affecting Eco-Friendly Apparel Consumption

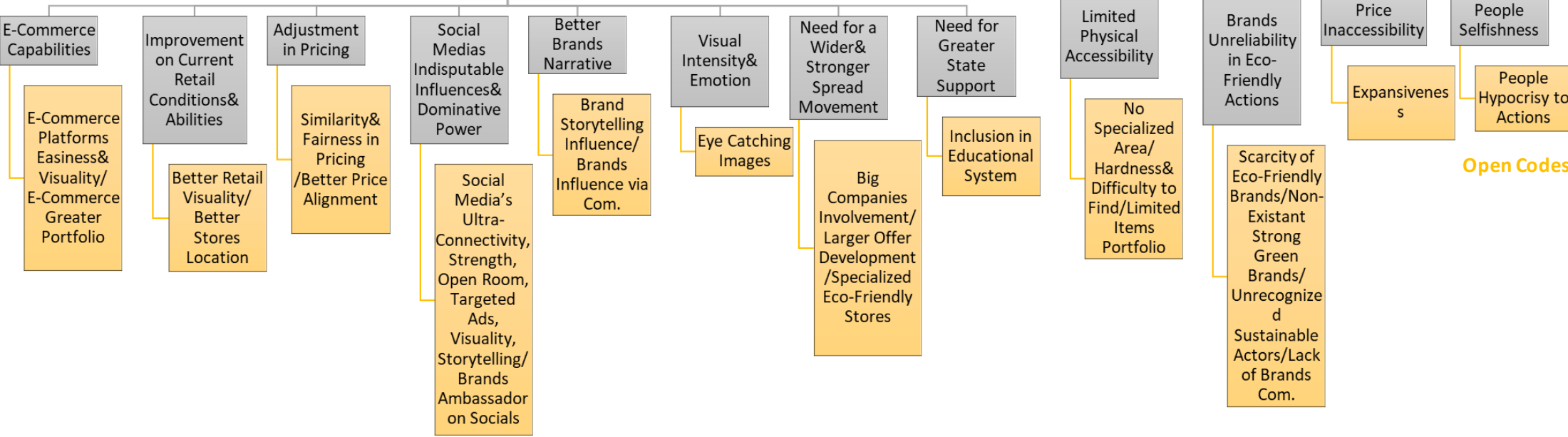
Selective Code

Eco-Friendly Apparel Consumption Motivators

Eco-Friendly Apparel Consumption Barriers

Axial Codes (2)

Axial Codes (1)



Model 10: Core Category 10 for Sub-Case 5: Factors Affecting Eco-Friendly Apparel Consumption in Terms of Consumers' Accessibility.

While looking at our findings, once again we can clearly notice the differences and distinctions between factors influencing organic food and eco-friendly apparel consumption in terms of accessibility. Indeed, while organic food accessibility demonstrates only one barrier that is the price, eco-friendly apparel still needs to work on its accessibility for reaching greater consumption. For consumers, it is effectively easy to reach out organic food thanks to the widespread and easiness to find organic food stores and even the large commitment of big traditional supermarkets actors that are widely provided reserved and specialized space inside their own stores where consumers can find a large portfolio offer to contribute to their needs. More, thanks to this commitment of big supermarkets companies, price became accessible to consumers that found some organic food brands now affordable. More, even though consumers have the possibility to find easily organic food items thanks to the multitude of locations where it is available, consumers can also reach directly supplier source by going directly to a farm selling point.

In addition, social networks have been effective and receptive when providing the right information to consumers about the organic food items that could be accessible to them. This reactivity from socials also enhanced organic food consumption behavior.

But eco-friendly apparel does not provide the same level of accessibility and availability. Indeed, as opposed to organic food, eco-friendly apparel is hard to find and present a limited physical accessibility for consumers. Consumers cannot find any specialized area in traditional apparel stores for eco-friendly offers, and if they do, it is only for a limited portfolio with few choices. Aside for the price inaccessibility for eco-friendly apparel, it is also the brands unreliability that is hedging eco-friendly consumption. Effectively, no brands appear as a trustful and reliant sustainable actor with strong environmental grounds. Therefore, consumers can't recognize and access any eco-friendly apparel if they don't even know who is proposing such offer with trustworthy.

However, such lack of accessibility for eco-friendly apparel can be remedied. As a way to enhance consumption behavior toward green apparel, apparel brands should start a wider movement and commitment by developing their portfolio offer with a greater range of eco-friendly garments. Another remedy would be to improve the current retail situation for apparel by opening specialized eco-friendly stores or even by allocated an in-store space only for eco-friendly items with strong visuality and instantaneous recognition for consumers when walking into a store.

Moreover, retails are not the only opportunity to reach eco-friendly consumption behavior. Effectively, social media also offers great opportunities. With their indisputable influence and power on consumers building intention, and the ultra-connectivity they offer, socials are a place to be for brands to exhibit their sustainable actions. Thanks to the open room and space social medias offer, brands can freely expose and develop a strong and convincing sustainable storytelling over their apparel items. In such way, brands could build and a better narrative about their eco-friendly offer, hence convincing further consumers about their environmental grounds. The visuality socials offer can create strong emotions and intensity for

consumers toward a brand, hence improving consumers purchase intentions that can directly purchase an item easily accessible on socials themselves or by being easily redirected toward the brand website.

In addition, eco-friendly apparel needs to work on its accessibility in terms of price. When organic food became affordable for consumers, eco-friendly apparel offers are still not aligned with traditional clothing. Effectively, an adjustment and alignment in pricing needs to be done and some fairness should appear in consumers' perception to trigger eco-friendly consumption behavior.

Hence, we fully validated our proposition regarding our question and sub-case linked to accessibility and availability for consumers in their ability to adopt an organic food and eco-friendly apparel behavior.

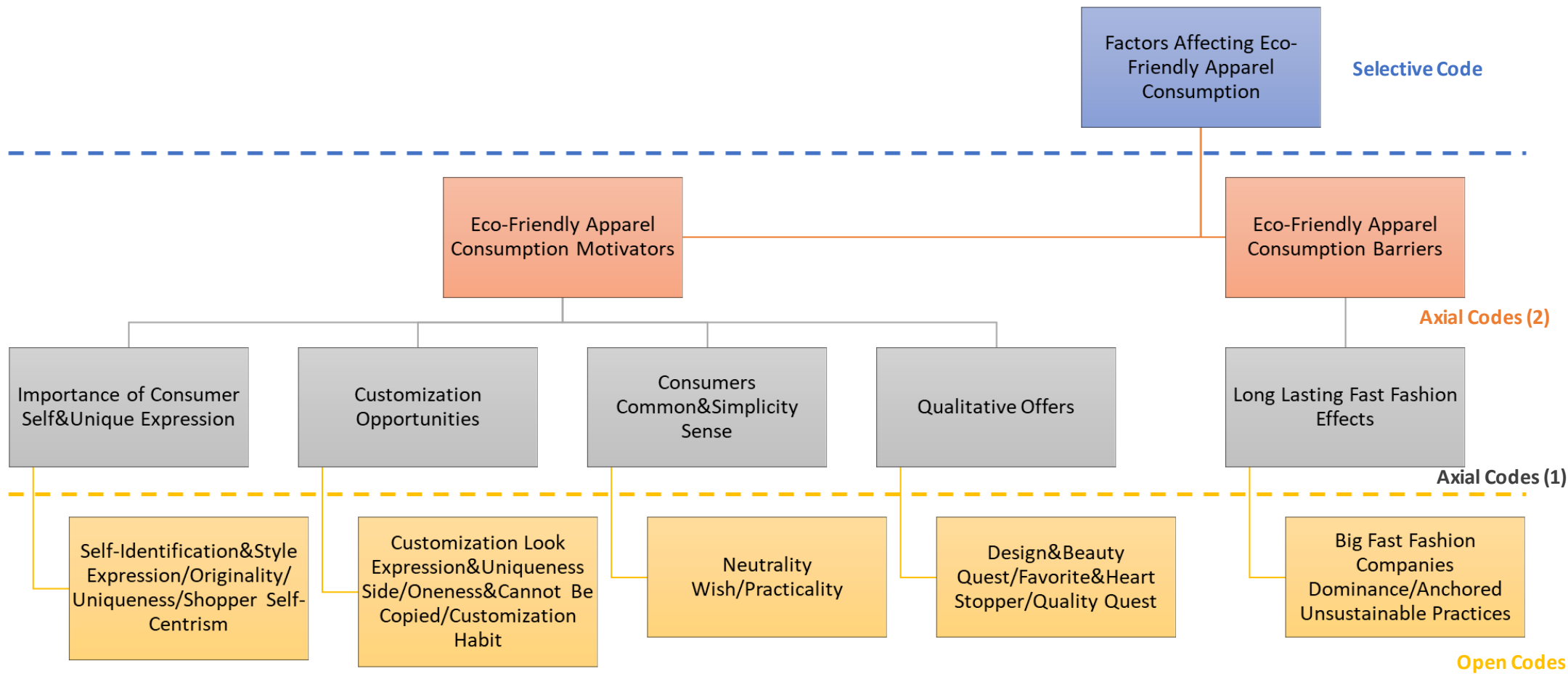
b-6. Theoretical Model and Analysis for Sub-Case 6.

Let's start on this part by analyzing our last sub-case, sub-case 6 related to consumers' style consumption. This sub-case being specific to apparel and not related to organic food, the only model (model 10) we produced for this part will only be about apparel.

Preceding our last theoretical model in next page, below a rehash of the question and proposition we made in relation to sub-case 6:

Question: What's driving consumers' willingness to switch to a greener style consumption?

Proposition: When brands are emphasizing uniqueness of their eco-friendly apparel items, consumers would be more willing to adopt a style consumption over an environmental-impacting fashion consumption. More, a better consumers' perception on garments quality and longevity would push them further to eco-friendly apparel. In addition, customization opportunities to express themselves would help them to switch to a greener style consumption.



Model 11: Core Category 11 for Sub-Case 6: Factors Affecting Eco-Friendly Apparel Consumption in Terms of Consumers' Style.

According to our findings, in order to reinforce consumers eco-friendly behavior, apparel brands should emphasize and direct themselves into a style direction and proposition. Indeed, by giving to consumers the possibility to emphasize and adopt their own style, these latest could express their selves and unique expression for which they demonstrate great importance. In this way, consumers could find in eco-friendly items some originality and uniqueness that they couldn't find anywhere else.

Furthermore, to provide additional uniqueness, eco-friendly brands should accentuate their customization opportunities to consumers. By doing so, consumers would see their unique look expression enhanced and hence develop eco-friendly behavior habits.

Then, the mainstream of consumers demonstrating common and simplicity sense associated with a neutrality and practicality wish, brands should focus on delivering qualitative offers enabling consumers to get access to apparel items with simple and convincing design while appearing qualitative and practical to consumers.

The only hedge that consumers have to overcome when it comes to eco-friendly apparel consumption remains the long-lasting fast fashion effects and habits they still suffer. That is why their anchored unsustainable habits should be overcome by strong and qualitative eco-friendly offers that would enable consumers to express their uniqueness and oneness that can't be reach via fast fashion items since they represent garments that everyone is wearing.

Thereby, our proposition made to sub-case 6 and its associated question have been again well verified by our findings and theoretical mode.

c- Summary of our Propositions Validity:

As we previously analyzed and found out, most of our propositions were corrects. Hence, Table 4 below summarized our propositions validity:

Propositions with Attached Sub-Case and our Initial Problematic Question:	Propositions Validity:
Proposition 1 Related to Sub-Case 1 and Main Research Question.	Fully Validated.
Proposition 2 Related to Sub-Case2 and Q1.	Fully Validated.
Proposition 3 Related to Sub-Case 3 and Q2.	Partially Validated.
Proposition 4 Related to Sub-Case 4 and Q3.	Fully Validated.
Proposition 5 Related to Sub-Case 5 and Q4.	Fully Validated.
Proposition 6 Related to Sub-Case 6 and Q5.	Fully Validated.

Table 4, Propositions Verification and Validity in Response to our Problematic Questions.

d- Validity and Reliability of our Findings:

As for checking the reliability and appropriateness of our interviewed consumers and the validity of our data interpretations and theoretical findings, our overall analysis was correct and acceptable. Indeed, we took

great care of the several points building a qualitative study such as the adequacy of our consumers sample, our data analysis with the explanatory and theoretical elaborations that followed our study and theoretical models. Our consumer sample being representative of today's phenomenon and challenges, it was qualified to be representative and adequate. Coding technics having been well followed, our analysis and findings were also certified as relevant. Each interview has been listened to carefully twice to make sure transcripts were corrects. More, after analysis and interpretation, some of our respondents were asked if our results perceptions matched their actual perceptions of the subject.

The only negative aspect we could raise would be the sample size. Even though our sample is representative of the phenomenon we studied, it is however limited in its size. Hence, our findings' validity could have strengthened with more consumers' answers insights.

Part 4: Conclusion & Practical Recommendations:

To conclude our research, we succeeded to respond to our problematic questions and gave strong theoretical responses and insights concerning our studied phenomenon. Indeed, via our 6 sub-cases, we were able to clarify the different factors explaining why eco-friendly consumption in the apparel industry is lagged compared to organic food consumption. Indeed, starting first with the communication and knowledge spread in the two sectors, we found out that eco-friendly apparel was weak to communicate and convince his consumers toward their eco-friendly actions and credibility. Such lack could be countered by a better disclosure of their overall supply chain and by giving a better traceability and accountability of what consumers are actually buying. More, foreco-friendly apparel to reach a more efficient communication, brands should emphasize a social media mean and strategy when launching eco-friendly products. Social medias room and expression space would also enable brands to communicate a more convincing sustainable storytelling to their consumers.

Furthermore, another reason we revealed explaining this gap between the two sectors has been the different attitudes and subjective norms influences that consumer could experience. Effectively, when family and peers have strong and long-lasting effects and influences on consumers' organic food consumption schemes, the case was not the same regarding eco-friendly apparel in which consumers are almost not influenced by those latest. Then, consumers' attitudes presented also differences. When they feel positive feeling associated with excitement and environmental achievement linked to an organic food consumption, they felt little for eco-friendly apparel. They still presented pro-environmental attitudes concerning eco-friendly apparel but the dominative position of fast fashion with its cheapness and trends reactivity only enlarged the planned behavior gap for eco-friendly apparel consumption.

Going forward, we also achieved to explain why eco labels and certifications lacked convincing consumers in their eco-friendly consumption as opposed to organic food. Indeed, while labels for organic food

is monopolized in Europe and hence is universally acknowledged and recognized, such monopolization does not exist for eco-friendly apparel. This inexistence created a labels multitudes and maze in which consumers get lost and only discredited brands in their attempts to be recognized as sustainable brands offering convincing eco-friendly garments.

Moreover, we were able to clarify the accessibility factors enhancing consumption behavior toward organic food and eco apparel. Effectively, while organic food has been capable of proposing specialized stores available at multiple locations and easy to find or even capable of providing consumers with large reserved area in almost every supermarket with only organic food items, eco-friendly apparel is way behind. Accessibility for eco-friendly apparel is difficult cause of its rare locations and availability. Consumers can't find any reserved area or specialized stores for eco garments, hence cannot adopt such consumption. Then, accessibility in terms of price is different for both sectors. When big supermarket companies get involved in organic food and were able to propose affordable prices to consumers, big fashion brands are again lagged and can't deliver acceptable prices to consumers. More, eco apparel needs to learn from organic food regarding its portfolio development. Organic food appears innovative and tasteful for consumers while eco-friendly apparel portfolio lacks attractiveness and hence lack convincing consumers toward eco-friendly consumption behavior by reducing portfolio accessibility.

Finally, we responded to our last question regarding consumers' willingness to switch to a greener style consumption. Actually, to orientate consumers toward greater eco-friendly apparel consumption behavior, brands should accentuate the uniqueness side of their offer. Consumers have been found to look for practicality, design and mostly uniqueness in their garments consumption. By providing such items, brands would enable consumers to express their selves and oneness. To do so, eco-friendly brands could seize customization opportunities thanks to which consumers could reach higher originality in their items purchased.

In brief, overall, eco-friendly apparel has still huge steps to take to arrive at the same development and level of organic food in terms of consumption behavior. In order to improve and increase eco-friendly apparel consumption, brands and companies should offer a more convincing and transparent communication, develop their portfolio offer, better target and centralize their labels displayed, enhance their accessibility and propose unique piece of garments to consumers.

Part 5: Limitations & Further Research Directions:

Our research having been conducted throughout a qualitative analysis with 12 interviews, our findings might have been sharper and even more detailed if more respondents and consumers would have been questioned. Hence, further studies analyzing our phenomenon could be done via a larger panel of interviewed consumers to get more and new insights.

In addition, we studied and analyzed our phenomenon only on a consumer scale and level. It could be interesting to study and explain the gap between organic food and eco-friendly consumption at a greater scale by considering a corporate and company level. Indeed, in such way, future researchers could see the feasibility of our recommendations on a strategic standpoint for companies and understanding why apparel companies did not develop their eco-friendly offers before as did food companies for organic offer.

Finally, our research and associated interviewed respondents are all from the same geographical location that is Western Europe, particularly France. Hence, findings and theoretical interpretations might differ in other countries and continents. Our world being globalized and climate change with its challenges impacting us all, future research should be made at larger scale to extract optimal recommendations for companies to adapt the best their offer to consumers.

Annexes.

Annex 1: Basis Questionnaire for Semi-Structured Interviews.

Age: . 18-20 . 21-24 . 25-30

Gender: . Male . Female

Educational Qualification: . High School Diploma . Bachelor Degree . Master Degree . PhD
. Professional Degree

Professional Status: . Student . Worker under contract . Auto-entrepreneur . Looking for work

Interviewer's introductory questions (*organic food purchase frequency/apparel purchase frequency/eco-friendly apparel purchase frequency and consideration*):

"When buying your food supplies, how important do you consider buying organic food?"

"What portion organic food constitute your food supplies?" "Why so much? Or, why so little?"

"When it comes to apparel, how many times a month do you go shopping?"

"When buying clothing, how important is eco-friendly fashion to you?" "When looking for clothes, do you look first at its eco-friendly side? Why?"

Interviewer's questions for Proposition 1 (*lack of communication/efficiency of storytelling/supply chain transparency/awareness and lack of knowledge on environmental impact/little health concerns/new marketing 3Ps could help in rising awareness*):

"How convincing organic food is in its green aspect?"

"Do you acknowledge deep-rooted green actions via organic food consumption?"

"Have organic food been well communicated to you since a younger age?"

"Now, if we go back to eco-friendly apparel, have you heard so much about it or is it quite a new subject to you?"

"What eco-friendly apparel inspires you?"

"Does eco-friendly apparel suggest you deep-rooted environmental actions?"

"Eco-friendly apparel has been well communicated to you?"

"For eco-friendly apparel, have you ever found a strong brand storytelling on their sustainable actions? If yes, was it convincing enough to push you further into eco-friendly apparel consumption?"

"What would push you to consume eco-friendly apparel? What characteristics and communication disclosure would enhance your eco-friendly apparel consumption?"

"Which has the biggest health and environmental impacts between eco-friendly apparel and organic food? Why?"

"What do you understand by eco-friendly apparel?"

"Would a better communication on Preservation, Performance and Public of eco-friendly apparel effects enhance your green apparel consumption? Why?"

Interviewer's questions for Proposition 2 (*subjective norms from family, friends and peers/excitement and positive feelings when consuming/resentment and bitterness attitudes for green apparel/if green apparel, by altruism and community sense*):

"How your family, friends and peers influenced your food consumption? How did they direct you toward organic food or not?"

"Do you think their influence was that much important in your food consumption?"

"Same question for your apparel consumption, how your family, friends and peers might have directed you toward a fast fashion consumption or an eco-friendly one?"

"Do you think they really influenced your current apparel consumption? Why?"

"What do you feel when consuming organic food?"

"What do you feel when buying regular clothes? Would you have any peculiar feeling when buying eco-friendly apparel? If yes, which ones and what would you feel?"

Interviewer's questions for Proposition 3 (*eco label recognition/universal acknowledge and recognized green label for apparel/what key words most appealing for consumers*):

"How would you recognize organic food and eco-friendly apparel?"

"Why would you recognize better organic food than you'd recognize eco-friendly apparel?"

"How current eco-friendly labels and certifications for apparel are recognizable to you? Do they trigger any instantaneous recognition? Why?"

"What type of key words on labels would convince you of any green aspect for apparel items?"

Interviewer's questions for Proposition 4 (*accessibility in specialized retail and supermarkets/better brand recognition/wider eco apparel offers/better retail representation and availability/greater highlights on social media/better pricing*):

"How accessible and easy it is to find organic food for you?"

"Why would you easily find organic food?"

"Same questions for eco-friendly apparel, how accessible and easy it is to find? And why isn't that accessible and easy?"

"What factors would enable you to get a better accessibility to eco-friendly apparel?"

"Could you name eco-friendly apparel brands? In your opinion, why was it so difficult for you to name brands?"

"How social media shapes your green consumption? How social media might enhance your organic food consumption and could improve your eco-friendly apparel consumption?"

Interviewer's questions for Proposition 5 (emphasis on uniqueness/style consumption over fashion consumption/better perception on garments' quality and longevity/customization opportunities for better expression of their selves):

"How important is uniqueness in your style expression?" .

Give definition of style over fashion: As opposed to fashion with its fast cycles, mass wastes and unsustainable practices, style is here described as a mean to demonstrate a certain uniqueness and freedom for customers. Meaning, the expression of uniqueness via style and the opportunity for consumers to express their self and particular taste timelessly.

"How many times a month are you buying new clothes items?"

"Do you have a style or fashion consumption in regard of clothes? Why more style or more fashion?" .

"What are you looking for when buying clothes? What specificities and characteristics matter the most to you?" .

"How customization opportunities influence your consumption behavior?" .

Annex 2: Respondents Written Transcripts of Interviews.

Respondent 1: Léa Chartin.

Date Interview: 16th May.

Gender: Female.

Age: 23.

“When buying your food supplies, how important do you consider buying organic food?”

Very important, it actually represents my first priority.

“What portion organic food constitute your food supplies?” “Why so much? Or, why so little?”

I would say it represents around 80% of my food supplies when going to supermarket. Because we don't know what other non-organic food is made of, I basically have trust only in organic food. It is also hard to get a clear origin of non-organic food when it is easy to see where organic food is coming from. I also see organic food as better-quality products when others are basically shit which have been sprayed with unknown pesticides and chemicals at raw material stages. And, for having experiences in the food sector, I know how much some products can be transformed, modified, or even added with other components, so no thank you!

“When it comes to apparel, how many times a month do you go shopping?”

For my clothes, I usually went twice a month before Covid but now only once every two months I'd say. I lost the habit, and I don't miss it, so I don't go shopping for clothes that much anymore. I go only when I really need a specific piece of cloth.

“When buying clothing, how important is eco-friendly fashion to you?” “When looking for clothes, do you look first at its eco-friendly side? Why?”

First thing I look for is the utility of the cloth. As I said, I only go shopping now when I need a specific item, so I look really at the utility and the item I went shopping for. For the eco-friendly side, I do not look particularly at it... if two products have a similar fit and similar price and if one of them is eco-friendly, I'll go for the eco-friendly one, otherwise nope. If we consider secondary-hand shops as eco-friendly places for eco-friendly apparel, I do enjoy go there looking for a unique and different piece. But eco-friendly per se is not that much important for me regarding my clothes consumption.

“How convincing organic food is in its green aspect?”

Very convincing. But when an organic food item is not from a boundary country to mine, I start to have doubt regarding its green aspect due to transport implications if not European or border country.

“Do you acknowledge deep-rooted green actions via organic food consumption?”

I kind of so since I tend to criticize people of non-sustainable and selfish behavior when they consume shitty food such as McDonalds or bad frozen goods. I am quite a pain in the ass that's true but yes indeed organic food for me represents a pro-ecology act and as something we should all adopt cause of today's urgent situation.

“Have organic food been well communicated to you since a younger age?”

When I was a child, I always remember my granddad driving me till Bruno 's (his farmer friend) place who cultivated organic salad, tomatoes, beans and potatoes. So, yes, my grand dad always taught me the importance to have and keep a fresh vegetable garden. So again, yes organic food has been very well communicated to me! When it comes to my parents, when I was a child, they always told me the importance to eat good fruits and vegetables but never really mentioned organic food to me since we're from a little town with regular open market and sell direct at the farm place. So, it's always been fresh food and often naturally organic for us. But it's been 5-10 years now that they always include the word “organic” when they purchase food as an ineluctable need. And it's true that I consumed more organic food these last years since my parents turned themselves 100% into it.

“Now, if we go back to eco-friendly apparel, have you heard so much about it or is it quite a new subject to you?”

I wouldn't say it's new because now on website and e-tailer such as Zalando we indicate when an item is sustainable or eco-friendly. But it's not because it's there that it actually really impacts my consumption choice. Anyway, it remains a new subject on which I didn't really incline myself to. It's been quite recent that e-tailers are giving such information and notice, so it is indeed a new matter to me.

“What eco-friendly apparel inspires you?”

I'd say fabric and yarns from vegetables or trees sources. I'd say also a production process that took place close to the selling points. I would say everything expect China and India to be honest. What could it inspire more to me? Maybe the non-use of chemicals in fabric processes and maybe less water used at production since I know a simple tee can require 100L of water to be bleached for instance. Ha and yes! I'd say mainly no rejects in oceans, rivers or lakes of any chemicals or components used. I mean, to make sure there is some cleanness and circularity in the process.

“Does eco-friendly apparel suggest you deep-rooted environmental actions?”

Well, if a garment or cloth display eco-friendly attributes, it better be! But we know as a fact that green washing is existent and that some brands are just making non-faced affirmation about their products. As a business, you know that sustainability claims can provide additional cash flows, so why not making some that no one will later check. But then, a cloth can be eco-friendly on one aspect and on one side but can have at the same time non-environmentally friendly features.

“Eco-friendly apparel has been well communicated to you?”

Not at all. Never been discussed with my family and its not a subject or debate we could have with friends. I can be pissed at friends eating McDonalds, but I will probably not complain to them about their non green apparel consumption.

“For eco-friendly apparel, have you ever found a strong brand storytelling on their sustainable actions? If yes, was it convincing enough to push you further into eco-friendly apparel consumption?”

As far as I remember, not that much. I heard only about Ekyog and its sustainable practices for green apparel as the perfect example of eco-friendly clothes but even this strong storytelling brand did not convince me neither push me to consume their products. The cloth items were not at all my style (looking more for older people) and a single tee is minimum 60€.

“What would push you to consume eco-friendly apparel? What characteristics and communication disclosure would enhance your eco-friendly apparel consumption?”

I guess a better understanding on the processes used would help me. More, if the cloth item is coming from Europe, it would for sure help me to understand its eco-friendly side. In other words, I need to know where it's from. Maybe the idea of not using chemicals at all would help or even the fact that some chemical wastes are well treated and used in a circular way. And I would really appreciate if the cloth were made from recycled material since I know that some brands are making shoes or even jackets from plastic bottles found in the ocean. So yes, I like the idea of cleaning oceans while buying a garment.

“Which has the biggest health and environmental impacts between eco-friendly apparel and organic food? Why?”

I would say organic food because it is something that goes directly inside our body, so effect is straightforward and direct. But at the same time, since we eat fish that might eat in rivers full of chemicals, it sounds kind of bad. But this thing does not really sound as a French problem or Europe at large since we have many authorities sampling water for safety and all.

“What do you understand by eco-friendly apparel?”

Something good for the planet at large and something not hurting the planet.

“Would a better communication on Preservation, Performance and Public of eco-friendly apparel effects enhance your green apparel consumption? Why?”

The preservation and public aspect retained my intention indeed. If we understood better the public, societal and common well-being challenges, we might be more inclined to consume eco-friendly apparel. And being a wildlife lover, obviously Preservation kept my intention as well. If I know is not harmful in any way to wildlife compared to others (but for that I need to understand how others are impactful on wildlife), of course it will help. Regarding performance, since most of fast fashion items are really bad quality, I don't see how eco-friendly apparel could do worst.

“How your family, friends and peers influenced your food consumption? How did they direct you toward organic food or not?”

Same response as before: When I was a child, I always remember my granddad driving me till Bruno 's (his farmer friend) place who cultivated organic salad, tomatoes, beans and potatoes. So, yes, my grand dad always taught me the importance to have and keep a fresh vegetable garden. So again, yes organic food has been very well communicated to me! When it comes to my parents, when I was a child, they always told me the importance to eat good fruits and vegetables but never really mentioned organic food to me since we're from a little town with regular open market and

sell direct at the farm place. So, it's always been fresh food and often naturally organic for us. But it's been 5-10 years now that they always include the word "organic" when they purchase food as an ineluctable need. And it's true that I consumed more organic food these last years since my parents turned themselves 100% into it.

"Do you think their influence was that much important in your food consumption?"

I guess so. I mean, these are ideas anchored since your childhood, so it remains with you along the way.

"Same question for your apparel consumption, how your family, friends and peers might have directed you toward a fast fashion consumption or an eco-friendly one?"

When you're a kid, your parents kind of control your cloth consumption and for me they wanted only practical stuff and not spend extra money. So, when you start to get older and are able to buy clothes for yourself, you start to be excessive on your buys so might buy fast fashion at a cheaper price; now, I'm more purchasing things for which I have a "Coup de Coeur" at a reasonable price. So, in a way I build my apparel consumption by myself, and my family or friends did not influence me that much. I might buy more fast fashion stuff when going shopping with friends since we always go at big ensigns such as Zara and buy stuff we like for a cheap or good price.

"Do you think they really influenced your current apparel consumption? Why?"

Honestly no, I don't think so. I listen to my own tastes when it comes to apparel, so I buy what I like. If it disturbs someone, it doesn't really matter to me.

"What do you feel when consuming organic food?"

Maybe a sense of accomplishment. I would say a sense of superiority when looking at other people trolley full of bad and non-sustainable products. Buying organic food just makes me feel better since I feel kind of bad when buying shitty food non-organic. And I do have a kind of good feeling and a smile when I see all the new veggie and organic food they're selling, like I'm quite excited to taste new things because veggie and organic food offers are quite different and innovate more compared to normal food.

"What do you feel when buying regular clothes? Would you have any peculiar feeling when buying eco-friendly apparel? If yes, which ones and what would you feel?"

When buying regular clothes, I'm usually super excited to be about to wear them for the first time in the streets. Maybe when it comes to eco-friendly apparel, I would feel more accomplished and responsible, I guess! I would feel like I made a good act.

"How would you recognize organic food and eco-friendly apparel?"

I guess thanks to labels attached to it. Like for organic food, we have the European organic label that is the only one used I think to certify food as organic. For eco-friendly apparel, I'd say a label stating eco-responsible.

"Why would you recognize better organic food than you'd recognize eco-friendly apparel?"

Maybe because food labeled organic in Europe has only one label displayed, the European organic food label. Since it is the only one, we recognize it instantly. For apparel labeled as eco-friendly it's different. I mean, I personally do not know one label to certify a cloth as sustainable and eco-friendly. They're all different and I do not find one universally recognized as it is the case for organic food. It's like each brand and each cloth put the label they want to on a cloth. It does not seem that much regulated for me as it is via the European label for organic food.

"How current eco-friendly labels and certifications for apparel are recognizable to you? Do they trigger any instantaneous recognition? Why?"

As I said previously, I don't have any peculiar eco-friendly label for apparel known and that I could tell you. I have no peculiar appellation or label names coming to my mind. If they are recognizable, I guess they can visually be with a green tag attached to a cloth. If I see a green tag, I'll take a look at it and see what are the eventual green implications with this piece of cloth. But as I said, since it is not clear with all the so-called green labels existing in the market, it is not clear at all what are the green aspects and how we can really trust it. And so no, I don't have at all an instantaneous recognition since I don't know these at all and there are too plenty.

"What type of key words on labels would convince you of any green aspect for apparel items?"

I'd say something like "circular cycle" or even like "circular life-cycle", "all materials/fabrics re-used".

"How accessible and easy it is to find organic food for you?"

Super easy! Like in France we have hundreds of Biocoop in city centers but also in the country. Plus, now every supermarket has quite a huge section only reserved for organic food which are easy to see once you get in since there are huge green banners around or green banners on top of the shelves. And this for every type of products and food,

so really that's practical. More, supermarkets company like E.Leclerc developed their own organic food brand named "Bio Village" that is super easy to recognize with eye catchy branding and mainly with really good accessible price. I mean, even for me as a student the price is reasonable with this Bio Village brand.

"Why would you easily find organic food?"

As I said, in every place you go to buy food supplies, you always find an organic reserved area in which you have plenty of choices and options. The offer is diverse and quite different and unique. I mean, now new organic brands are coming in the organic food market and try to differentiate themselves with innovative and super tasty products so it's always a pleasure to the organic food area to taste new things.

"Same questions for eco-friendly apparel, how accessible and easy it is to find? And why isn't that accessible and easy?"

Not the same story at all. Like, there are no reserved area in retail shops for eco-friendly apparel at all. Sometimes, on web site and e-tailer such as Zalando you can filter your research for clothes tagged as eco-responsible item. E-commerce I would say is more accessible and easier to identify when it comes to eco-friendly interview. And now, still on e-commerce, there is always a little banner under a cloth stating something like "sustainable" if it is. Otherwise, retail shops are really behind, and eco-friendly offers are not well represented at all. And if there are, the cloth items are really not the best of a brand portfolio. It's like they keep their best cloths in the non-sustainable part and the worst of their collection under the sustainable flag.

"What factors would enable you to get a better accessibility to eco-friendly apparel?"

I guess a better representation and identification in shop would help. Like creating a specific eco-friendly area for cloths. Then, if eco-friendly apparel offers could have the same or at least a close pricing, it will help too. Because in general, green cloths are way more expensive. Plus, if brands could create a stronger and wider eco-friendly portfolio, that would be great so at least we have greater choices and we can find something we like. Because personally, it's hard to find something I like when a piece of cloth is tagged as eco-friendly. Proof is, I don't think I ever bought an eco-friendly cloth, just to show that's never been something I personally liked.

"Could you name eco-friendly apparel brands? In your opinion, why was it so difficult for you to name brands?"

As said before, only Ekyog comes from my mind. Only one indeed so that's not much! It's hard to name some because no brands have yet taken strong environmental position in my knowledge. If a brand wants to be known as sustainable or eco-friendly, for me they need to take strong environmental roots, positions and grounds to be acknowledged as such. That's why, for me no brands in my knowledge did so yet.

"How social media shapes your green consumption? How social media might enhance your organic food consumption and could improve your eco-friendly apparel consumption?"

Social media can help me in identifying eco products, I guess. Like in my suggestions and customized advertisements, they could propose me sustainable products as it happened for bracelets for instance. For my organic food consumption, I don't know how and by which algorithms Instagram succeeded but Instagram always inform me on the newest organic and veggie food brands. For eco-friendly apparel, it already pushed me once to buy bracelets and underwear made of recycled fabrics and plastic taken from ocean as a way of a good environmental act. More, socials really give places for brand to tell their story and potential actions in terms of sustainability. Like personally it's always a pleasure for me to look at companies or NGOs stories and publications in Instagram such as "The Ocean Clean Up" or "Bionic Yarn" going on sea to pick garbage and wastes to re-use and recycle these to make a new product out of it.

"How important is uniqueness in your style expression?"

Really important! For instance, I hate when I see someone having the same piece of cloth as me. Like cloths are a way to identify myself and represent myself so it matters a lot to me to have a piece of cloth able to do so.

"How many times a month are you buying new clothes items?"

I'd say around twice a month!

"Do you have a style or fashion consumption in regard of clothes? Why more style or more fashion?"

Well, I don't necessarily listen to or is impacted by fashion and new trends, so I'd say I have more of a style consumption. When going shopping, I'm more looking for a unique piece representing what I am, sport, cool, nice cut and something we don't find everywhere I'd say! I understand nothing about fashion, so I am really into a style consumption.

“What are you looking for when buying clothes? What specificities and characteristics matter the most to you?”.

I'd say the uniqueness of an item matters the most to me. I mean something for which I really have a “Coup de Coeur” for its style, cut, color and coolness. More, when I take something, I have to tell myself “I'm sure the girls would love it and would find it pretty cool!”. The price is of course an important characteristic but if it is something that I really want and something I really fell in love with, I will go for it if I can afford.

“How customization opportunities influence your consumption behavior?”.

When it comes to shoes, customization is really great to express and introduce my favorite colors! You can really pick the ones you prefer and have totally different things from others. For apparel itself, I trust better stylist and designer and myself for a garment cut. But for apparel, if we'd be able to pick a specific color or customize a cloth on the color or length sides, that would be super but really super great.

Respondent 2: Ana Mendiburu.

Date Interview: 16th May.

Gender: Female.

Age: 21.

“When buying your food supplies, how important do you consider buying organic food?”.

As a student, I don't really pay attention to my consumption of organic food, because it is too expensive. But when I have the choice and the price is affordable, I very often prefer organic. For example, for cereal-based foods, such as pasta, muesli, I always prefer organic.

“What portion organic food constitute your food supplies?” “Why so much? Or, why not so much?”.

When I lived alone and did my own shopping, I bought what was not too expensive, so I hardly consumed organic products, only because of the price and because I did not want to spend my time comparing offers. However, when I live with my parents, I tend to consume more organic, because the food budget is higher, so products like milk, eggs, complete pasta, muesli, fruits and vegetables are of organic origin.

“When it comes to apparel, how many times a month do you go shopping?”. (Pour les gens de Boardriders, hors 2nd choix bien évidemment).

Previously, I would say that I shopped about 4 times a year, once a season. Now, it's true that I try to limit my consumption of clothes on the one hand because it is expensive, but also because I adhere less and less to the concept of fast fashion because of the stakes it represents (human, environmental, animals...). So, I tend to limit my purchases of clothes. This year, I made practically no purchases on the internet, and very few in stores.

“When buying clothes, how important is eco-friendly fashion to you?” “When looking for clothes, do you look first at its eco-friendly side? Why?”.

I admit that I do not pay attention to the fact that a product is eco-friendly or not, I am not interested in it, and I have in mind that an eco-friendly product is much more expensive than a basic product found in fast fashion brands.

“How convincing organic food is in its green aspect?”.

I'd say it's quite contrasting, but I haven't been more interested in it than that. Organic products are, I am sure, better for human health, but I have the impression that it is also a fad with eating habits that tend to change, and producers/industrialists are taking advantage of it. Finally, I do not know if it is convincing from an ecological point of view because the consumption of water remains in my opinion equivalent, or even higher to compensate for the withdrawal of certain products. On the other hand, it is beneficial for our health because the substances used in conventional agriculture are harmful, for humans, animals, and the planet in general.

“Do you acknowledge deep-rooted green actions via organic food consumption?”.

Honestly no, I don't feel like big changes have been communicated, it's more the brands that communicate about their actions in terms of organic production (or else I'm misinformed, which is quite possible).

“Have organic food been well communicated to you since a younger age?”.

No, it was always my mother who made me aware of this practice, by buying some organic products, but I find it regrettable not to have been sensitized earlier, at school for example, on the benefits of organic food. You have to inform yourself, and if you are not interested, no one is there to really make us aware of the subject.

“Now, if we go back to eco-friendly apparel, have you heard so much about it or is it quite a new subject to you?”.

This is a new topic for me. I had CSR classes this year, we talked a lot about fast fashion because we had a file to make on this theme. It was there that I really discovered the stakes of the textile industry and all that it entailed, even if I had already been informed of some scandals. Brands are becoming aware of the stakes and are in turn trying to launch eco-friendly collections, even if it is very paradoxical, but it makes it possible to inform the consumer about these practices. I think we will hear more and more about the term eco-friendly, which until now was not very well known to consumers.

“What eco-friendly apparel inspires you?”.

I admit that this question is a little complicated for me in the sense that no eco-friendly clothing really inspires me, I just know that I have a pair of Veja shoes, which claims to be eco-friendly. But it's not a particular garment that inspires me, it's mostly the brands, or the collections that I find inspiring.

“Does eco-friendly apparel suggest you deep-rooted environmental actions?”.

There are real actions in circular fashion or upcycling practices, with fabrics that do not throw themselves away, but are reused. This is a principle that I have the impression is becoming more and more democratic, because indeed, it is the production of raw materials that generates a lot of CO₂s, even if the fact of transforming a recycled material also pollutes. Fashion can never be neutral, but it is already good to move towards more sustainable modes of production.

“Eco-friendly apparel has been well communicated to you?”.

Not especially, if I hadn't worked on fast fashion this semester, I wouldn't have become aware of the environmental damage that fashion causes, let alone eco-friendly practices. On the other hand, some brands do not hesitate to communicate about their eco-friendly practices.

“For eco-friendly apparel, have you ever found a strong brand storytelling on their sustainable actions? If yes, was it convincing enough to push you further into eco-friendly apparel consumption?”.

I find that only Veja knows how to communicate about its eco-friendly practices, and it is also one of the first brands that stands out from the consumer when we talk to him about eco-friendly brand. They highlight, on their site in any case, their values at the environmental and social level. The brand is also transparent about its figures in terms of CO₂ emissions and raises awareness among the reader. I know that if I have the choice between an eco-friendly product or a basic product, at the same price, I choose the eco-friendly product; but I have the impression that environmentally friendly products are at the moment too expensive. As a student, it is unlikely that I will buy eco-friendly clothes if the price is, for me, high.

“What would push you to consume eco-friendly apparel? What characteristics and communication disclosure would enhance your eco-friendly apparel consumption?”.

For me to buy eco-friendly products, the price must be affordable. Secondly, I think it is important to produce a shocking communication, which can effectively raise consumer awareness in order to make them aware of the damage caused by the textile industry. Finally, the product must be a minimum of quality.

“Which has the biggest health and environmental impacts between eco-friendly apparel and organic food? Why?”.

I don't know which one has the most impact, I'll say both. I just know that the textile industry is one of the most polluting in the world, but so is the agricultural industry. Both have a considerable impact on human health and on the planet. On the one hand, organic food can improve the health of humans (and animals) with the removal of pesticides, but it consumes a lot of water and pollutes a lot. Eco-friendly fashion can limit water pollution, CO₂ emissions by avoiding the production of more raw materials, and by removing chemicals from clothing that also have an impact on human health.

“What do you understand by eco-friendly apparel?”.

In my opinion, an eco-friendly garment is a garment that respects people, animals and the environment, i.e., products of non-animal origin and not tested on animals, from recycled, traceable materials, which involve the work of men in good conditions.

“Would a better communication on Preservation, Performance and Public of eco-friendly apparel effects enhance your green apparel consumption? Why?”.

Yes, I think honestly because it would allow me to really open my eyes to the challenges of fashion, and to learn more about eco-friendly fashion. If we are well informed, if we have significant figures in mind, it will automatically impact our act of purchase.

“How your family, friends and peers influenced your food consumption? How did they direct you toward organic food or not?”.

It was especially my mother who introduced me to the consumption of organic food, in the sense that she always told me that it was better for me to buy organic fruits and vegetables, organic milk, the same for cereal-based products... Finally, it is anchored in the habits, and it is true that when I go shopping with my parents, I buy a lot of organic (vegetable milk, yogurt, compotes, etc.). Then I also have friends who pay attention to what they eat so they also consume a lot of organic.

“Do you think their influence was that much important in your food consumption?”.

Yes, it had a real influence on my consumption habits, as I explained earlier, especially with my mother who insists that she wants me to buy organic for certain foods. If my parents didn't consume organic products, I wouldn't either.

“Same question for your apparel consumption, how your family, friends and peers might have directed you toward a fast fashion consumption or an eco-friendly one?”.

My family, my friends, and indeed most of the people I've met have always tended to go to fast fashion brands, because it's cheaper and the collections are renewed very quickly so there is always novelty and items that follow trends. Since I was little my mother dressed me in brands like Zara, Roxy, Pull & Bear...

“Do you think they really influenced your current apparel consumption? Why?”.

It has clearly influenced my current consumption in terms of clothes because I have always been used to dressing in these stores.

“What do you feel when consuming organic food?”.

I don't particularly feel something when I eat organic food, but I still feel like I'm giving something healthier to my body and feeling less guilty if I miss organic cookies for example, when I know for a fact that it's just as sweet.

“What do you feel when buying regular clothes? Would you have any peculiar feeling when buying eco-friendly apparel? If yes, which ones and what would you feel?”.

I don't buy eco-friendly clothes, but when I buy ordinary clothes, I find it very satisfying in the sense that I know I'm going to wear something new and that I like.

“How would you recognize organic food and eco-friendly apparel?”.

If I recognize an organic food or an eco-friendly garment, it is only thanks to the packaging or labels.

“Why would you recognize better organic food than you'd recognize eco-friendly apparel?”.

I will not be able to answer this question, without indication I do not recognize either of the two.

“How current eco-friendly labels and certifications for apparel are recognizable to you? Do they trigger any instantaneous recognition? Why?”.

I know that there are certification labels for eco-friendly products, especially related to the origin of raw materials and the treatment of animals, but I do not have them in mind, however, I think I can recognize them.

“What type of key words on labels would convince you of any green aspect for apparel items?”.

Respect, environment, health, preservation, sustainability, responsibility, ecology.

“How accessible and easy it is to find organic food for you?”.

It is very easy to find organic food thanks to the dedicated shelves in supermarkets, specialized stores and on the internet. The prices are more or less affordable in supermarkets, but I find that it is very expensive in organic stores. In other words, organic food is easy to find but not always accessible in terms of price.

“Why would you easily find organic food?”.

It is easy to find organic food because as I mentioned earlier, supermarkets dedicate shelves to this, and in the street, there are a lot of organic shops, and if you do not want to move, you can find them on the internet as well. Now it is very simple to find organic products, I think because consumption habits tend to evolve and today people are paying more and more attention to what they eat, brands are adapting and expanding the offer a little more each year, to meet a growing demand.

“Same questions for eco-friendly apparel, how accessible and easy it is to find? And why isn't that accessible and easy?”.

For eco-friendly clothes, it's different, I find it much less accessible both in terms of offer and price. If we really want to find eco-friendly products, we can, but the offer is in my opinion very low at the moment. People have not yet assimilated this concept and buying habits have not really evolved at this level.

“What factors would enable you to get a better accessibility to eco-friendly apparel?”

In my opinion, multi-brand stores should be solely dedicated to the sale of eco-friendly clothes, and the big brands should also get involved. It is necessary to develop the offer, whether on the internet or in physics. There must already be platforms that only sell eco-friendly clothes, but I don't know of any. Supply will grow with demand, I think.

“Could you name eco-friendly apparel brands? In your opinion, why was it so difficult for you to name brands?”

The only eco-friendly brand I know is Veja, I don't have any other brand in mind. There is not yet a well-known eco-friendly brand, such as traditional clothing brands.

“How social media shapes your green consumption? How social media might enhance your organic food consumption and could improve your eco-friendly apparel consumption?”

Today it is a little (or even a lot) social networks that launch trends, especially thanks to influencers, followed by thousands or even millions of people who present brands, defend causes, advise products ... People tend to be influenced by what they see on networks. On the one hand, social networks can be harmful, but on the other hand, it conveys a lot of information that can be interesting. If an influencer I like talks about an organic or eco-friendly product, I know I may be interested and tempted to test.

“How important is uniqueness in your style expression?”

I do not pay particular attention to the fact that I wear unique pieces or not, I prefer to remain neutral in the way of dressing, to be a little like everyone else in the end. If I like something, I'll wear it.

“How many times a month are you buying new clothes items?”

At the moment, I rarely buy clothes because I have also become aware of the scourge that is fast fashion, so obviously, I will continue to dress at Zara, but more moderately. Before, I was not regular on the frequency where I did my shopping, it could be once a month, as once a season. Now I would say that I do the shops 3-4 times a year, and I order little or no clothing on the internet.

Definition of style over fashion: As opposed to fashion with its fast cycles, mass wastes and unsustainable practices, style is here described as a mean to demonstrate a certain uniqueness and freedom for customers. Meaning, the expression of uniqueness via style and the opportunity for consumers to express their self and particular taste timelessly.

“Do you have a style or fashion consumption in regard of clothes? Why more style or more fashion?”

In my way of consuming, I do not try to create a style, I buy products hoping that the way I wear it is pretty, I do not really ask myself questions at this level.

“What are you looking for when buying clothes? What specificities and characteristics matter the most to you?”

When I buy clothes, I first look at the design of the product, and then the price, and I try it on to see if it suits me.

“How customization opportunities influence your consumption behavior?”

I don't particularly like to customize my clothes, so whether you can customize a product or not, it doesn't change anything for me.

Respondent 3: Audrey Raoult.

Date Interview: 17th May.

Gender: Female.

Age: 24.

“When buying your food supplies, how important do you consider buying organic food?”

I place a moderate importance

“What portion organic food constitute your food supplies?” “Why so much? Or, why not so much?”

I don't care about buying organic. I usually base my purchases on the price and visual of the product for example I can buy organic vegetables cheaper than non-organic ones. All depends

“When it comes to apparel, how many times a month do you go shopping?” (Pour les gens de Boardriders, hors 2nd choix bien évidemment).

Usually once or twice a month, depending on the season.

“When buying clothes, how important is eco-friendly fashion to you?” “When looking for clothes, do you look first at its eco-friendly side? Why?”

I give a great importance to the clothes I buy; I appreciate the "second hand" side of some products or the reuse of some products in some brands that I could observe for example if I'm not mistaken at Bonobo where the brand offers products made of recycled materials. Or we can bring our old jeans and they recycle them; it gives me the feeling to have done a positive action and to say to myself that my product will not end up in the trash.

Generally, no, I don't look directly at the ecological side, I don't pay attention to it unless I first see the label, or it is indicated on the product. Otherwise, I pay a lot of attention to the quality and design of the product.

"How convincing organic food is in its green aspect?"

Euh for me yes it remains convincing insofar as the producers put in place a responsible production.

"Do you acknowledge deep-rooted green actions via organic food consumption?"

I am not an expert on the subject, but I think that not using pesticides is a good start, alternative use of production such as using animals like horses to replace machines for harvesting products.

"Have organic food been well communicated to you since a younger age?"

oh honestly, my family cared much about it only few years ago so the subject started to be discussed at home.

"Now, if we go back to eco-friendly apparel, have you heard so much about it or is it quite a new subject to you?"

Yes, I have heard more about it especially in the last few years in class, on advertising channels.

It's a subject that was one of the main bases of my master's degree this year with the different methods implemented by companies.

"What eco-friendly apparel inspires you?"

oh it's wide as a question ahah no for me the only products that inspires me the most at the moment are the pants especially the jeans because they are products that you can bring back in some stores so that they reuse them with a voucher. Then it is an essential product in the everyday life.

"Does eco-friendly apparel suggest you deep-rooted environmental actions?"

Nothing comes to mind except the way some products are made...

"Eco-friendly apparel has been well communicated to you?"

No, I think that brands today do not communicate enough on the subject, certainly we see the advertisements highlighting the brand but no emphasis on sustainability, ecological.

Whether in advertising or on social networks

I observe that some companies yes, they adapt their products to the market, but I regret the can of communication.

"For eco-friendly apparel, have you ever found a strong brand storytelling on their sustainable actions? If yes, was it convincing enough to push you further into eco-friendly apparel consumption?"

So, in business I think directly of Hermes more precisely yes, it is a luxury company, asking for a certain purchasing power but when you look at the brand seeks to innovate, meet the requirements.

What makes me want to turn to this brand is that it maintains its ancestral knowledge but by offering products based on recycled materials, I give you the example of its store the small H in Paris keeping only products based on old collections.

It's great to be able to say yes that we can own such a piece certainly at certain budget, but which is sustainable, ecological and that we can pass on to future generations.

After there is the clothing except luxury at the time of today but I do not see which brands propose this type of services except certain like *Monobo* is still, I do not see any publicity on making allusion to the development.

"What would push you to consume eco-friendly apparel? What characteristics and communication disclosure would enhance your eco-friendly apparel consumption?"

There are several things that make me want to turn to this type of sustainable clothing

First of all, for the ecological impact, the sustainable development for the good of the planet. I could see during my years master the companies seek solutions at the level of textiles of the alternatives in order to satisfy us for example by elaborating the products locally brings to the maintenance of the local culture which for me is extremely important, secondly less harmful for the environment with a short circuit of production.

As a customer I think at the time of today social networks, it is a real vector of information sharing across the planet. In my opinion, it could be one of the least polluting ways to.

In a product as you say ecological, I look for:

- A product based on old collections for example old t-shirt etc.
- A respect for the welfare of the animal harvesting method of wool for example, work of the product without harmful material etc.

“Which has the biggest health and environmental impacts between eco-friendly apparel and organic food? Why?”.

First of all, the non-use of chemical products: generally speaking, well I'm not expert, organic products or organic clothes are produced on a short circuit which favors the environment by polluting less. Then by reducing, I think that in the organic we do not use chemical fertilizers or chemical products like dyes for clothing avoids all health problems. What I mean by that is that it avoids for example to have skin problems due to the bad quality of some products or even intestinal problems, of course I can exaggerate but that's what I think

“What do you understand by eco-friendly apparel?”.

Products of origin found, no chemicals, made in , alternative to current products and second hand.

“Would a better communication on Preservation, Performance and Public of eco-friendly apparel effects enhance your green apparel consumption? Why?”.

But good! As a consumer I like to have information about the products I buy because it is important. For example, I would appreciate it if some companies put information about where the products come from, how the material was used, and its production path to the final product.

It's a need to have this transparency from the companies, which is what I strongly regret from many companies.

They say they produce products that meet sustainability but if we do not have such information how do you want us to buy such products?

“How your family, friends and peers influenced your food consumption? How did they direct you toward organic food or not?”.

I was not influenced by family or friends. I taste foods if I like them so much the better if not so much the worse.

I don't know what to say because I don't even know if they eat organic products.

“Do you think their influence was that much important in your food consumption?”.

Not at all as said above not at all influenced.

“Same question for your apparel consumption, how your family, friends and peers might have directed you toward a fast fashion consumption or an eco-friendly one?”.

I was influenced by my friends when I was younger by fast fashion because it was not expensive in terms of budget. And they often have new collections, it's hard not to be fooled when shopping with friends for example at H&M, Zara, Mango. But of course, the quality in fast fashion is not often ...

“Do you think they really influenced your current apparel consumption? Why?”.

Currently no I have changed my consumption habits, I prefer to pay a bit more depending on the brand for better quality. Even if I just go to a fast fashion store from time to time, I try to prefer other brands if I can.

But it's true that when you're a student, unfortunately it's hard to turn to other brands outside of fast fashion on a budget.

“What do you feel when consuming organic food?”.

nothing special for me it's a product like any other nothing more. Well, yes, in terms of taste it changes, for example the taste of eggs from the farm is much better than those found in supermarkets.

“What do you feel when buying regular clothes? Would you have any peculiar feeling when buying eco-friendly apparel? If yes, which ones and what would you feel?”.

When I buy regular clothes, I don't feel anything as long as I like them, and they are comfortable to wear.

Even for an eco-friendly product it's the same as long as it fulfills its function but especially that it lasts in time.

“How would you recognize organic food and eco-friendly apparel?”.

I recognize these two products only by the appellations that are indicated example organic label or label marked for clothing.

“Why would you recognize better organic food than you’d recognize eco-friendly apparel?”

Already because when you go to supermarkets, for example *Leclerc* or stores like *Grand frais*, the products being “organic” are indicated directly on the packaging, it is one of the first things I see for example when wanting to buy vegetables.

Or also it is marked wholesale on a sign so much easier to see than for clothes.

“How current eco-friendly labels and certifications for apparel are recognizable to you? Do they trigger any instantaneous recognition? Why?”

For me they are marked as a ticket to hang on products with the price, characteristics etc. when you go to the store. On the internet you can see a kind of logo next to the name of the product, it is easier to see if it is an ecological garment.

Uh by directly yes it appeals but I will not directly buy the product I mainly got into the design of the product.

“What type of key words on labels would convince you of any green aspect for apparel items?”

Generally, it is the word eco-responsible because it is often this word that I see on product labels

“How accessible and easy it is to find organic food for you?”

Close to some stores offering fresh produce, not far from the countryside to buy from producers, but I rarely go there.

“Why would you easily find organic food?”

Yes, for me it is accessible to access such products, I do my shopping at great expense or *Leclerc*. You can find everything there, even if it's a little more expensive than at *Leclerc* for example, in terms of quality, I prefer, and there's still everyone there.

But the *Leclerc* remains good too, I think.

Otherwise, some products I buy come from farmers or markets, which values their work while having good products.

“Same questions for eco-friendly apparel, how accessible and easy it is to find? And why isn’t that accessible and easy?”

Yes, it is accessible to access it with the proximity of two large shopping centers where there are many stores for shopping, there is a large choice of brands, even in the surrounding area.

So, for me no difficulty to have access to brands offering this range of products.

The only downside I will say is that it is good to read the labels to see if they are eco-responsible.

“What factors would enable you to get a better accessibility to eco-friendly apparel?”

So, the location of the stores especially you can park at the shopping center, wide choice of stores as I told you but above all a wide choice of brands!

“Could you name eco-friendly apparel brands? In your opinion, why was it so difficult for you to name brands?”

I will spontaneously say the *Bonobo* brand because I often see products rated eco-responsible.

In my opinion it is difficult for me to give you names because the brands communicate very little information or I am They greatly influence my choice because I can choose my products according to their look, visual and scent. Unlike taking a batch where there is no choice.

not aware of which ones offer such products, a real lack of communication and visibility on the part of the set of brands.

“How social media shapes your green consumption? How social media might enhance your organic food consumption and could improve your eco-friendly apparel consumption?”

Media doesn't influence green consumption; I mean it doesn't impact me at the moment.

But if the companies play the game by publishing on social networks for example their production method whether it is for food or clothing products, it will make me want to buy such products from them.

I will feel more reassured by what I buy and a better confidence.

“How important is uniqueness in your style expression?”

Of medium importance, I have no particular taste in style, I appreciate the simplicity and modernity of some clothes

“How many times a month are you buying new clothes items?”

As soon as I need it, I am an irrigator if I like a product, I take it otherwise every two months or once a month but as I told you it varies

“Do you have a style or fashion consumption in regard of clothes? Why more style or more fashion?”

I don't have a particular style I like to dress normally.

“What are you looking for when buying clothes? What specificities and characteristics matter the most to you?”

I look for products that I like visually. If it fits my style has what I'm looking for , if I feel good in it, that's essential. Those are two important elements for me.

After I look for example for pants, I prefer those in spandex for example high waist.

For the t-shirt I appreciate when it is ample, I do not like to be tight it is an important point in my clothing choice.

“How customization opportunities influence your consumption behavior?”

They greatly influence my choice because I can choose my products according to their look, visual and scent. Unlike taking a batch where there is no choice.

Respondent 4: Marie Eouzan.

Date Interview: 17th May.

Gender: Female.

Age: 23.

“When buying your food supplies, how important do you consider buying organic food?”

For me it is really important, especially concerning the vegetables and fruit. I try to consume organic fruits and vegetables and from the current season. For instance, I love pepper but I know that it is currently not the season so I avoid buying some. Also, I try to avoid vegetables/fruits from Spain, because I know they use a lot of chemicals to grow them. In addition, I try to eat at least twice a week soy meat and by products as organic oats, peanut butter, oat milk etc. As I do fitness, I sometimes buy organic protein bars.

“What portion organic food constitute your food supplies?” “Why so much? Or, why not so much?”

I would say 80%, because it's healthy, easily more recyclable and better for the planet. The only food I don't always buy organic are pasta/rice/red beans and skyr.

“When it comes to apparel, how many times a month do you go shopping?”

It really depends on my mood and if I go shopping with people, but I would say 3 times per month.

“When buying clothes, how important is eco-friendly fashion to you?” “When looking for clothes, do you look first at its eco-friendly side? Why?”

It became more important this past year. The Uighurs scandal made me realize how brands can lie to us and hide the truth of the production of their products. I used to go shopping more often and I usually went to stores as Zara, Pull&Bear, H&M, Mango, Maje, Sandro, Nike, Adidas...But when I learned that they participate to the modern slavery of the Uighurs, I immediately stopped. It was hard, but it is totally worth it. It was hard because I loved those brands, especially Maje and Nike. But knowing that people are tortured, raped and die to make the clothes I wear, made me sick. I cannot participate to that, and I am really sad that it is still going on and nobody stopped these brands... So yes, eco-friendly fashion is important to me, and I try to stay away from all brands doing greenwashing. I don't mind paying more money to have eco-friendly clothes BUT the issue is that it is complicated to find eco-friendly brands. They are usually online brands, but I very often do not buy online. I like to walk in the city and try the clothes directly in the shop. So, this is my struggle.

From an ecological aspect, I can't bear seeing so many clothes in stores as Zara anymore. The fast fashion is killing our planet, we have to change our way of consuming clothes.

I believe that there will be more people buying organic food than buying eco-friendly clothes. Why ? Because people are selfish and self-centered, so they care about their appearance and their health, so they buy organic food. They don't buy eco-friendly clothes because :

1) they find it too expensive and prefer to buy cheap clothes and will give you the excuse that they don't have much money to spend. However, the truth is that they prefer to buy in quantity than in quality. They will buy a lot of Zara clothes that they will wear for one year max, instead of buying eco-friendly clothes that will last for years.

2) They don't care about the workers' conditions and the global warming

3) It is hard to find eco-friendly brands

"How convincing organic food is in its green aspect?"

More or less convincing. I worked in a Biocoop, where I learned that some "organic" producers use chemicals... All organic food are not good for the planet. The important is to check the AB (Agriculture Biologique) labels and others and choose small brands.

"Do you acknowledge deep-rooted green actions via organic food consumption?"

Yes, giving a percentage of the earnings to associations, make sure the producer is well paid (fair trade chocolate for example)...

"Have organic food been well communicated to you since a younger age?"

No, definitely not. Before, people didn't pay that much importance to the planet and to their look. Now, people are egocentric and start to worry because the temperature are too high, species are disappearing, islands too... Now that people are worried, they start to talk about it. Also, my parents were students when I was young, so I ate all the process food as cereals, cookies, sweets, knackis, canned-vegetables etc., because they did not have time to cook and because organic food was not well-known.

"Now, if we go back to eco-friendly apparel, have you heard so much about it or is it quite a new subject to you?"

Yes, I heard a lot about it because I did an internship for an eco-friendly sports brand and because the subject is important to me.

"What eco-friendly apparel inspires you?"

Eco-friendly means for me that :

- the products were produced locally
- the factory producing the products respect a lot of ecological standards
- the fabric is recycled and recyclable
- they don't do 1000x collections per year
- the workers are well-paid...

The importance is that the brand tries to offer a solution to consumer, to wear clothes that are good for the planet and for the people, and that they do not "push" them lots of clothes every month. They don't overproduce, they try to respond to a real need.

"Does eco-friendly apparel suggest you deep-rooted environmental actions?"

Normally yes. It should be. But it's usually not the case.

"Eco-friendly apparel has been well communicated to you?"

Not really, I had to search for the information.

"For eco-friendly apparel, have you ever found a strong brand storytelling on their sustainable actions? If yes, was it convincing enough to push you further into eco-friendly apparel consumption?"

No, I wish I would have seen already some strong storytelling.

"What would push you to consume eco-friendly apparel? What characteristics and communication disclosure would enhance your eco-friendly apparel consumption?"

I would be convinced if I had proofs. I would like to see where the product was produced, by whom, in which conditions, the materials used and how the product can be recycled.

"Which has the biggest health and environmental impacts between eco-friendly apparel and organic food? Why?"

I am not sure I really understand the question, but for me, people pay more attention to their food consumption rather than their clothes consumption. However, fast-fashion has a bigger negative impact on the environment than non-organic food.

"What do you understand by eco-friendly apparel?"

The same thing I said before.

"Would a better communication on Preservation, Performance and Public of eco-friendly apparel effects enhance your green apparel consumption? Why?"

Sure, but I would need real proof.

“How your family, friends and peers influenced your food consumption? How did they direct you toward organic food or not?”.

I said before, my family never really paid attention to organic food, but now they do, a little. Concerning my friends, I can see a shift in the consumption, and even more where I now live, Basque Country, Biarritz. Here, a lot of people eat vegetarian and try to consume organic food. I would say that I am not influenced by my family and friends concerning my food consumption anymore. I try to eat as much organic food as I can, even if sometimes it is hard when travelling or eating at the restaurant. However, my internships influenced me. I worked for responsible companies (Biocoop, Nature & Découvertes, La Fondation Club Med, Spreen Athletics...) and I gained knowledge about consuming good products. That is what made me change my consumption habits.

“Do you think their influence was that much important in your food consumption?”.

No.

“Same question for your apparel consumption, how your family, friends and peers might have directed you toward a fast fashion consumption or an eco-friendly one?”.

Exactly the same as for organic food.

“Do you think they really influenced your current apparel consumption? Why?”.

No.

“What do you feel when consuming organic food?”.

Better, but a bit more poor (strange feeling, but I know my food was expensive).

“What do you feel when buying regular clothes? Would you have any peculiar feeling when buying eco-friendly apparel? If yes, which ones and what would you feel?”.

I only try to avoid brands involved with the Uighurs scandal and too cheap clothes, so I don't feel bad when I buy something.

“How would you recognize organic food and eco-friendly apparel?”.

Via their labels, price, materials and composition.

“Why would you recognize better organic food than you'd recognize eco-friendly apparel?”.

Because the labels are more well-known.

“How current eco-friendly labels and certifications for apparel are recognizable to you? Do they trigger any instantaneous recognition? Why?”.

Some of them but it does not trigger a real recognition because I have not found good eco-friendly apparel yet.

“What type of key words on labels would convince you of any green aspect for apparel items?”.

Produced in Europe / Produced in France / Recycled materials / Well paid workers

“How accessible and easy it is to find organic food for you?”.

Easy but expensive.

“Why would you easily find organic food?”.

Because there are stores with organic food.

“Same questions for eco-friendly apparel, how accessible and easy it is to find? And why isn't that accessible and easy?”.

Really hard, not a lot of effort from the brands, most of them are unknown and only on the web.

“What factors would enable you to get a better accessibility to eco-friendly apparel?”.

If they had real stores in the city.

“Could you name eco-friendly apparel brands? In your opinion, why was it so difficult for you to name brands?”.

Patagonia, Veja, Spreen Athletics, I don't know... It's difficult because there are few of them.

“How social media shapes your green consumption? How social media might enhance your organic food consumption and could improve your eco-friendly apparel consumption?”.

Seeing more targeted advertisements.

“How important is uniqueness in your style expression?”.

To me, to wear some kind of unique stuff is important.

“How many times a month are you buying new clothes items?”

As I already answered, 3 times a month.

“Do you have a style or fashion consumption in regard of clothes? Why more style or more fashion?”

Style.

“What are you looking for when buying clothes? What specificities and characteristics matter the most to you?”

I have to like the uniqueness of the clothes, feel comfortable and the brand should not be involved in a scandal.

“How customization opportunities influence your consumption behavior?”

Not much.

Respondent 5: Lou-Anne Totaro.

Date Interview: 17th May.

Gender: Female.

Age: 19.

“When buying your food supplies, how important do you consider buying organic food?”

It is not my priority; I do not attach great importance to it.

“What portion organic food constitute your food supplies?” “Why so much? Or, why so little?”

Honestly very little, it often happens that there is not an organic product in all of my shopping. Because it's more expensive and unfortunately, I'm not aware enough to prefer this gap.

“When it comes to apparel, how many times a month do you go shopping?”

I go there relatively often, actually living near a shopping center when I go there for my shopping, I also go to see clothes, so it's already easy 1 time a week, plus the times I need something in particular it can go up to 6. But as a rule, yes 4 times a week. And also, it depends on the seasons, in summer and during the winter holidays I go much more.

“When buying clothing, how important is eco-friendly fashion to you?” “When looking for clothes, do you look first at its eco-friendly side? Why?”

It's not my priority. I am aware that I consume a lot at brands that are not very respectful of the environment. However, unlike food, I feel greater satisfaction when it comes to buying an eco-friendly product and I am more willing to tolerate price differences for quality. But no, it's not what I look at first, first I only look at aesthetics.

“How convincing organic food is in its green aspect?”

I guess it's pretty convincing since it is tagged as organic.

“Do you acknowledge deep-rooted green actions via organic food consumption?”

It has to be better for the environment in general.

“Have organic food been well communicated to you since a younger age?”

No, I have not been used to appreciating such consumption. We bought some but it was never highlighted. In pubs etc. the cliché side of the organic consumer has always deeply displeased me.

“Now, if we go back to eco-friendly apparel, have you heard so much about it or is it quite a new subject to you?”

I often hear about it; it is more and more important in consumption habits (at least in my personal environment) I have many friends who pay great attention to it (many of them for cosmetics). Even in progress more and more topics evolve around the presentation of the functioning of eco-friendly clothing brands.

“What eco-friendly apparel inspires you?”

Honestly, it's very cliché, but I would say the most popular necessarily: VEJA, Patagonia are really the only ones I know.

“Does eco-friendly apparel suggest you deep-rooted environmental actions?”

Not really no. It does not trigger anything specifically to me.

“Eco-friendly apparel has been well communicated to you?”

Even less than food, but stronger than the latter recently. Fad effect. Again, it's more in cosmetics I find.

“For eco-friendly apparel, have you ever found a strong brand storytelling on their sustainable actions? If yes, was it convincing enough to push you further into eco-friendly apparel consumption?”

No, I did not ever hear of such strong storytelling on sustainable actions from brands.

“What would push you to consume eco-friendly apparel? What characteristics and communication disclosure would enhance your eco-friendly apparel consumption?”

Shock and aesthetic images still put forward. Side either fashion or quality.

“Which has the biggest health and environmental impacts between eco-friendly apparel and organic food? Why?”

The textile industry is so polluting today that I would say that any action to make it greener has a huge impact. After food is also a giant in polluting industries and if it had not been for all the measures put in place to promote organic food, health and the environment would certainly be in a deplorable state today even more. So, textile if we go towards the future and the actions to be put in place but food if we take into account the benefits already existing.

“What do you understand by eco-friendly apparel?”

Companies in CSR, based on clothing production and distribution oriented towards SD. Short cycles products of biological origin...

“Would a better communication on Preservation, Performance and Public of eco-friendly apparel effects enhance your green apparel consumption? Why?”

Honestly, I don't know, I would tend to say yes because awareness always makes an effect on me.

“How your family, friends and peers influenced your food consumption? How did they direct you toward organic food or not?”

I have always consumed like my parents organic or not, but it is true that when a non-organic packaging pleased me more than the other, I demanded the latter and one thing led to another as I grew up, I kept these eating habits. They did not prevent me from accessing these products but never intensely oriented me there either. My friends also didn't play a big role in my diet.

“Do you think their influence was that much important in your food consumption?”

Yes, I think that if from a young age my parents had been more committed to the cause and had "forced" me to take an interest in this type of food I would have adapted my diet and it would have entered a certain way of life. But today no they are no longer responsible I am sufficiently informed and aware to make my choices and take or not an interest in my eating habits.

“Same question for your apparel consumption, how your family, friends and peers might have directed you toward a fast fashion consumption or an eco-friendly one?”

No direction has ever been an issue raised by my peers.

If it is not social networks today that boycott some brands, then some peers make a certain judgment. The latter does not influence me more than that.

“Do you think they really influenced your current apparel consumption? Why?”

No at all because it is too recent, today not enough weight to influence me. If an awakening of consciousness of the whole population arrived and a boycott then yes, I could be influenced, but if not, it does not fall under my peers to guide my consumption habits.

“What do you feel when consuming organic food?”

When it happens, feeling of satisfaction, of quality.

“What do you feel when buying regular clothes? Would you have any peculiar feeling when buying eco-friendly apparel? If yes, which ones and what would you feel?”

No particular feeling, if for some brands really little responsible a little guilt.

“How would you recognize organic food and eco-friendly apparel?”

Labels, ads and communication, appearance sometimes, packaging, sales locations.

“Why would you recognize better organic food than you'd recognize eco-friendly apparel?”

Maybe because green labels for clothes are not so well-known to the large public.

“How current eco-friendly labels and certifications for apparel are recognizable to you? Do they trigger any instantaneous recognition? Why?”

Labels on products. Not instantaneous, you have to go and look in general. Just sometimes these are brands that are by nature eco-friendly, so we know in advance that the product is normally certified.

“What type of key words on labels would convince you of any green aspect for apparel items?”

Sustainable, recycled, organic fiber.

“How accessible and easy it is to find organic food for you?”

Very simple, we see everywhere.

“Why would you easily find organic food?”

Dedicated shelves in supermarkets for example, dedicated stores and bringing together several brands with a multitude of different products.

“Same questions for eco-friendly apparel, how accessible and easy it is to find? And why isn’t that accessible and easy?”.

It's not so easy you have to have the will; it doesn't fall on us like that as any garment in the window could do. Not highlighted enough.

“What factors would enable you to get a better accessibility to eco-friendly apparel?”.

Concept organic stores for textiles bringing together several 100% eco-responsible brands. No need to look for certified clothes or other. Everything would be ecological in it.

“Could you name eco-friendly apparel brands? In your opinion, why was it so difficult for you to name brands?”.

As said before: VEJA, Patagonia are really the only ones I know.

“How social media shapes your green consumption? How social media might enhance your organic food consumption and could improve your eco-friendly apparel consumption?”.

They don't influence much just with influencer and celebrity partnerships that promote responsible brands. Shock images that are more often censored on television, for example, also raise a lot of awareness.

“How important is uniqueness in your style expression?”.

It is still very important to have clothes that I will always like and that are therefore destined to be sustainable. So yes, for me it's important, not the only thing that motivates me in my expression of style, but it remains a factor.

“How many times a month are you buying new clothes items?”

3/4 times between internet and shops in a month.

“Do you have a style or fashion consumption in regard of clothes? Why more style or more fashion?”.

Both but still more fashionable, I consume a lot and then give a lot especially when I no longer like it because it was a fashion effect and I am now attracted by new concepts that I see everywhere in my entourage, on the networks ...

“What are you looking for when buying clothes? What specificities and characteristics matter the most to you?”.

Aesthetic always. And quality when it is "expensive" (in the sense of durability and cutting).

“How customization opportunities influence your consumption behavior?”.

I highly appreciate, I have already customized purchases. After that does not take away value from the non-customizable items for my part.

Respondent 6: Alexis Pla-Gassol.

Date Interview: 18th May.

Gender: Male.

Age: 23.

“When buying your food supplies, how important do you consider buying organic food?”.

I think it's important buying organic food for all. For the producers first because they are first impacted by this, and for the nature too.

“What portion organic food constitute your food supplies?” “Why so much? Or, why not so much?”.

Unfortunately, this is a very small part because my budget doesn't allow me to buy organic food every time, but I try to buy organic food especially when it comes to meat because I prefer to buy local and for me it's important to eat good meat that was well raised.

“When it comes to apparel, how many times a month do you go shopping?”.

1 or 2 times a month.

“When buying clothes, how important is eco-friendly fashion to you?” “When looking for clothes, do you look first at its eco-friendly side? Why?”.

Unfortunately, since I buy my own clothes, I'm not looking at the ecologic part but in working at Boardriders and studying on the subject I think it's an important thing and now during my lasts shopping I tried to be careful about this.

“How convincing organic food is in its green aspect?”.

That's a question I can't answer because I don't have knowledge about this subject but that's a point I want to explore more about because I read a lot of articles which says very various things about the real impact and fake side of the organic food.

“Do you acknowledge deep-rooted green actions via organic food consumption ?”.

Not necessarily.

“Have organic food been well communicated to you since a younger age?”

Yes, but I think we all are a little bit lost about all these different certifications and stuff.

“Now, if we go back to eco-friendly apparel, have you heard so much about it or is it quite a new subject to you?”

For me it’s a new subject because it represents a big part of my actual job where I’m in charge sometimes to explore this subject and see how different brands are communicated about the eco-friendly consumption of their products. At the same time, it allows me to see that greenwashing is very present unfortunately in the market where the eco conception is a great argument of sell but sometimes it’s uses in a bad way.

“What eco-friendly apparel inspires you?”

It inspires me that clothes can be made with natural materials, fair trade...

“Does eco-friendly apparel suggest you deep-rooted environmental actions?”

Not necessarily.

“Eco-friendly apparel has been well communicated to you?”

No, I don’t think so. We really hear a lot of the food side but not about the apparel in my opinion.

“For eco-friendly apparel, have you ever found a strong brand storytelling on their sustainable actions? If yes, was it convincing enough to push you further into eco-friendly apparel consumption?”

Yes, some brands have really good storytelling and convictions, but I don’t think that the storytelling of a brand can convince you to act as an eco-friendly apparel consumer. I think the motivations has to be others and deeper.

“What would push you to consume eco-friendly apparel? What characteristics and communication disclosure would enhance your eco-friendly apparel consumption ?”

The story telling of the brand, in which way the brand is eco. At the level of the communication, I want it to be really clear and honest. I like the fact that you can clearly know the origins of the different materials, how it made...

“Which has the biggest health and environmental impacts between eco-friendly apparel and organic food? Why?”

I don’t have any idea about this. Maybe I think it’s the food part because it represents a lot for the culture, and the use of water... But I really don’t know.

“What do you understand by eco-friendly apparel?”

Eco-conception, natural materials, recycle materials.

“Would a better communication on Preservation, Performance and Public of eco-friendly apparel effects enhance your green apparel consumption? Why?”

Maybe if there are more explications on why it’s important to buy ecofriendly and the real impact of this.

“How your family, friends and peers influenced your food consumption? How did they direct you toward organic food or not?”

My family always teach me that’s important to buy local and labelled meat with protect origins. So, this is not really organic food but more about the origin of the product.

“Do you think their influence was that much important in your food consumption?”

Yes sure.

“Same question for your apparel consumption, how your family, friends and peers might have directed you toward a fast fashion consumption or an eco-friendly one?”

Never talked about this.

“Do you think they really influenced your current apparel consumption? Why?”

I guess they did in an implicit and indirect way.

“What do you feel when consuming organic food?”

I think it’s better for the health and for the ecology.

“What do you feel when buying regular clothes? Would you have any peculiar feeling when buying eco-friendly apparel? If yes, which ones and what would you feel?”

I think I’ll feel like I’m making a good action for the planet and feeling better myself.

“How would you recognize organic food and eco-friendly apparel?”

With the different labels on clothes and food. There is sometimes special corner especially for the organic food in the supermarket or directly special stores.

“Why would you recognize better organic food than you’d recognize eco-friendly apparel?”

Because I think it's more known by everybody and there are a lot of more certifications in the organic food.

“How current eco-friendly labels and certifications for apparel are recognizable to you? Do they trigger any instantaneous recognition? Why?”.

If they have some logos, it is recognizable easily.

“What type of key words on labels would convince you of any green aspect for apparel items?”.

The words like “eco”, “recycle”, “green”, “fair trade”.

“How accessible and easy it is to find organic food for you?”.

It's now really easy to find with all these shops and corner in the supermarket as I said before but accessible for me it's not because of the budget, organic food is more expensive, I try to buy organic meat or labelled meat (label rouge, AOP, AOC) but for the vegetables for example I don't really look if it's bio or not I try to take France origins and that's all.

“Why would you easily find organic food?”.

Because now it's present everywhere.

“Same questions for eco-friendly apparel, how accessible and easy it is to find? And why isn't that accessible and easy?”.

About the apparel is so much more difficult to find I think in the shops but if you really want you can find it on internet if you choose special brands.

“What factors would enable you to get a better accessibility to eco-friendly apparel?”.

I know it exists some actions like if you buy one shirt, they plant a tree I think that's a good idea and a good argument for sell more.

“Could you name eco-friendly apparel brands? In your opinion, why was it so difficult for you to name brands?”.

Picture and Patagonia are famous brand for eco conception and recycling materials. It's not difficult to name brands but it doesn't exist so many brands with this goal and special storytelling.

“How social media shapes your green consumption? How social media might enhance your organic food consumption and could improve your eco-friendly apparel consumption?”.

I feel like this is a big hypocrisy by everybody because everybody is talking about ecology, like it is a general good thinking but there is just a little part of the people who talk about it who really act after for me this is the big problem. Finally, I think the development of this thinking on social media and stuff is a good point and it might make change our habits on food and apparel.

“How important is uniqueness in your style expression?”.

Not that much.

“How many times a month are you buying new clothes items ?”

Once a month.

“Do you have a style or fashion consumption in regard of clothes? Why more style or more fashion?”.

Mix of both I think.

“What are you looking for when buying clothes? What specificities and characteristics matter the most to you?”.

Design, price and now if the product is eco or not.

“How customization opportunities influence your consumption behavior ?”.

I like the idea that you can have unique items.

Respondent 7: Horace Escot-Vermillard.

Date Interview: 18th May.

Gender: Male.

Age: 23.

“When buying your food supplies, how important do you consider buying organic food?”.

I attach a lot of importance to it, because nowadays it is the basis of a healthy and reasoned food, moreover I largely prefer organic products bought at the market or at local producers rather than to make the purchases in supermarket. And it is also the case for my purchases in any kind, clothing, beauty product etc...

“What portion organic food constitute your food supplies?” “Why so much? Or, why not so much?”

I would say almost 75% of my products are organic or from a sustainable production. Why so much? Because they are high quality foods that contribute to the wellbeing of the environment and allow us to have a better diet. In addition, we find more flavor in the mouth.

“When it comes to apparel, how many times a month do you go shopping?”

It depends on the season, but I would say an average of about 2 to 3 times a month. In the months where there are sales, it can be 5 to 7 times in the same month.

“When buying clothes, how important is eco-friendly fashion to you?” “When looking for clothes, do you look first at its eco-friendly side? Why?”

Today with global warming and all that follows, ecology must be present everywhere. In the textile industry the share of CO2 emissions is enormous. I therefore consider that ecological products should be more prominent in my purchases.

I try to favor brands that I know are involved in this production system such as Patagonia, Roark, Lighting Bolt... However, I still tend to focus too much on the aesthetic aspect of the product before checking where it comes from and how it was produced.

“How convincing organic food is in its green aspect?”

Both yes and no, because on the one hand we reduce the use of pesticides and other chemical elements that are both harmful to the environment and to humans. On the other hand, we observe huge price differences between organic products and others which does not allow everyone to buy them. Moreover, we can have to do with signs which make of the marketing on so-called Bio which in reality are not it or little.

“Do you acknowledge deep-rooted green actions via organic food consumption?”

Yes, for example, I consume more fruit and vegetables from local producers, or I have chosen to become a vegetarian in order to eat food that has less impact on the environment.

“Have organic food been well communicated to you since a younger age?”

Yes, having grown up in a region where nature is extremely important my parents and my family have immediately encouraged me to have this kind of behavior and those from my youngest age

“Now, if we go back to eco-friendly apparel, have you heard so much about it or is it quite a new subject to you?”

I don't say it's new, but it's never been that much important to me.

“What eco-friendly apparel inspires you?”

As previously mentioned, Patagonia's are probably the best in terms of work ethic and ecological quality, and Roxy and Element are also examples of this practice.

“Does eco-friendly apparel suggest you deep-rooted environmental actions?”

Unfortunately, not enough, especially if we look at how important fast fashion still is nowadays and how much consumerism is still anchored in our society. Nevertheless, I try to limit my consumption of clothes or to favor the reuse of these last ones like buying second hand.

“Eco-friendly apparel has been well communicated to you?”

Later than for organic products, I think it's been a little more than 8 years that I hear a lot more about it around me.

“For eco-friendly apparel, have you ever found a strong brand storytelling on their sustainable actions? If yes, was it convincing enough to push you further into eco-friendly apparel consumption?”

Patagonia has been good in its sustainable actions. If others, I couldn't say.

“What would push you to consume eco-friendly apparel? What characteristics and communication disclosure would enhance your eco-friendly apparel consumption?”

Better disclosure on origins mainly. And if processes have not too much environmental impacts.

“Which has the biggest health and environmental impacts between eco-friendly apparel and organic food? Why?”

Food because we eat it.

“What do you understand by eco-friendly apparel?”

Something respectful for the planet and having some plants origins for raw materials.

“Would a better communication on Preservation, Performance and Public of eco-friendly apparel effects enhance your green apparel consumption? Why?”.

I'm pissed of bad quality product so yes something on the performance would help.

“How your family, friends and peers influenced your food consumption? How did they direct you toward organic food or not?”.

Since we're financially comfortable, we always went for good quality and organic food.

“Do you think their influence was that much important in your food consumption?”.

In a way yes because I've always been used to good quality stuff.

“Same question for your apparel consumption, how your family, friends and peers might have directed you toward a fast fashion consumption or an eco-friendly one?”.

Same, I'm used to good quality stuff from my parents so I'm always looking for it. They directed me toward good quality stuff, not necessarily eco-friendly.

“Do you think they really influenced your current apparel consumption? Why?”.

At the beginning yes, now not anymore.

“What do you feel when consuming organic food?”.

Better for my body.

“What do you feel when buying regular clothes? Would you have any peculiar feeling when buying eco-friendly apparel? If yes, which ones and what would you feel?”.

I would feel better since it will be a green act.

“How would you recognize organic food and eco-friendly apparel?”.

Only via the labels on it. The AB one for organic food. For apparel labels, I can't say one.

“Why would you recognize better organic food than you'd recognize eco-friendly apparel?”.

Not necessarily, if the green aspect of an apparel item is well displayed, I would recognize it.

“How current eco-friendly labels and certifications for apparel are recognizable to you? Do they trigger any instantaneous recognition? Why?”.

As I said, I do not know label particularly for eco-friendly clothes. If I compared to AB, it wouldn't be that recognizable no.

“What type of key words on labels would convince you of any green aspect for apparel items?”.

No chemicals.

“How accessible and easy it is to find organic food for you?”.

Very accessible, there are lots of space for organic food in supermarkets and lots of supermarkets only selling organic stuff.

“Why would you easily find organic food?”.

As said, many spaces for it.

“Same questions for eco-friendly apparel, how accessible and easy it is to find? And why isn't that accessible and easy?”.

Not the same story, no reserved space and no specialized space selling only eco-friendly apparel.

“What factors would enable you to get a better accessibility to eco-friendly apparel?”.

Better recognition and why not a shop only selling that.

“Could you name eco-friendly apparel brands? In your opinion, why was it so difficult for you to name brands?”.

Patagonia, Roark, Lighting Bolt and Veja are good ones, but that would be the only ones I could tell you.

“How social media shapes your green consumption? How social media might enhance your organic food consumption and could improve your eco-friendly apparel consumption?”.

They can help me to discover new brands undertaking sustainable actions.

“How important is uniqueness in your style expression?”.

I care a lot about uniqueness! That's really a way to represent myself and the style I want to share.

“How many times a month are you buying new clothes items?”.

2 times per month.

“Do you have a style or fashion consumption in regard of clothes? Why more style or more fashion?”.

Totally a style one. I dislike bad quality and cheap effect of fast fashion brands.

“What are you looking for when buying clothes? What specificities and characteristics matter the most to you?”.

A good fit and classic beautiful design.

“How customization opportunities influence your consumption behavior?”.

For shoes it can be good.

Respondent 8: Marie Moreau.

Date Interview: 19th May.

Gender: Female.

Age: 23.

“When buying your food supplies, how important do you consider buying organic food?”.

Honestly, I’m still living at my mom’s house so I’m not the one who’s buying food supplies. But, when it happens, I do take under consideration the organic side. And I think it began with my big brother always saying that it’s not okay to eat bad things that may have an impact on our body. Also, we have witnessed many controversies about certain ingredients that have had repercussions on the health of consumers. For example, the last controversy which took place with the Bacteria in Buitoni pizzas which would have contaminated more than 50 people! I’m still shocked that this can happen.

Also, my brother is the one who showed me the app YUKA which scans the barcode of food & cosmetic products and deciphers their composition. The application assesses the impact of products on health via a color code ranging from green to red. I believe this kind of app is interesting because we might be more aware of what we buy and eat!

“What portion organic food constitute your food supplies?” “Why so much? Or, why not so much?”.

I would say 40%. I have to say that I’m still a student, so I don’t have much money and obviously the cost is one of the limits of organic food. But I’m trying to buy as much as I can.

Also, the neighborhood in which I live, I set up planters, which has encouraged us to plant vegetables and fruits. So, this will limit our consumption in stores, and I’m really happy for that! Because it means less impact on the environment!

“When it comes to apparel, how many times a month do you go shopping?”.

Not that much actually, I would say one time a month or less. I the type of person who goes once and buy a lot! For example, during sales. Now, I’m trying to buy only stuff that I need, even though it might be difficult sometimes because fashion is always changing and making us want to buy again and again. For me that is what we call fast fashion.

“When buying clothes, how important is eco-friendly fashion to you?” “When looking for clothes, do you look first at its eco-friendly side? Why?”.

I think it’s not that important to me. Because for me there’s only a few companies that REALLY are into eco-friendly fashion. I believe there are too many companies faking this new “eco trend”, well that’s a fact and it has a name, greenwashing! So, what I like to do now is to change clothes with my friends or buy 2nd hand clothes, because for example I’m the type of person who has a lot of clothes and obviously I’m not wearing it all; only a few and always the same. And I know I don’t need that much and I feeling concerned by this environmental impact, so I’m now trying to buy this that I really need and that will last even though I have to pay a little more. For the clothes I have, I try to sell it or to give it to associations.

“How convincing organic food is in its green aspect?”.

At the beginning I was truly convinced by the organic food. But now, I feel like some products aren’t that “green”. Sometimes it seems like companies are lying to us and it’s just about pretending. So, I’m more convinced by organic food from the farm or the city market because the food is produced more locally.

“Do you acknowledge deep-rooted green actions via organic food consumption?”.

It depends on which actors since there are always risks of greenwashing.

“Have organic food been well communicated to you since a younger age?”.

I would say yes. Because when I was little, I used to live close to a farm, so we had a garden with fruit trees, and we had the eggs from the farm.

“Now, if we go back to eco-friendly apparel, have you heard so much about it or is it quite a new subject to you?”.

I have heard about it, but I feel like there are not that much.

“What eco-friendly apparel inspires you?”.

To me eco-friendly apparel represents clothes that are respectful to the environment. It includes all the process of production (materials used, dyeing, treatment, etc....). It also includes the working conditions of people producing those clothes (e.g., Asian workers).

“Does eco-friendly apparel suggest you deep-rooted environmental actions?”.

Yes! I believe we have to be careful about the way we consume but most of all the way we produce because it all starts here. That’s why I’m doing my thesis on the development of a sustainable supply chain.

“Eco-friendly apparel has been well communicated to you?”.

I wouldn’t say “well communicated”, because to be informed, I feel like we have to be interested in the topic to get info.

“For eco-friendly apparel, have you ever found a strong brand storytelling on their sustainable actions? If yes, was it convincing enough to push you further into eco-friendly apparel consumption?”.

Yes, a group of Spanish students created a company of eco-friendly apparel called BASK and I followed their history since day 1 and I have to say that it really made me reconsider my way of consuming and our impact on the environment. The thing that I really appreciated with this story is the way they always want to be 100% transparent by showing their production unit in Portugal for example. They made those short videos to explain how and why they’re doing this project and I think this is really interesting and it made me want to buy some articles from their brand even though it is more expensive than other multinational brands.

“What would push you to consume eco-friendly apparel? What characteristics and communication disclosure would enhance your eco-friendly apparel consumption?”.

100% transparency is the priority for me, even if you can’t be completely eco-friendly, I believe it’s better to admit it than to lie.

“Which has the biggest health and environmental impacts between eco-friendly apparel and organic food? Why?”.

That’s a hard question! I know that the food industry is a huge one, so its production has an impact on the environment including the state of the land that is cultivated but also our health in the face of all the products used. However, I also know that the textile industry is one of the most polluting on the planet with nearly 1.2 billion tons of greenhouse gases emitted per year (approx. 2% of global emissions). So indirectly I think the eco-friendly apparel industry has to be taken more seriously because this industry has and will have a huge impact on our lives.

“What do you understand by eco-friendly apparel?”.

To me eco-friendly apparel represents clothes that are respectful to the environment. It includes all the process of production (materials used, dyeing, treatment, etc....). It also includes the working conditions of people producing those clothes (e.g., Asian workers).

“Would a better communication on Preservation, Performance and Public of eco-friendly apparel effects enhance your green apparel consumption? Why?”.

Probably. That’s a basic fact, a better communication surely helps to reach out to more people ! I believe that if people would get more info on what are the limits of the textile industry on their life maybe they would be more careful at the moment of consuming.

“How your family, friends and peers influenced your food consumption? How did they direct you toward organic food or not?”.

Okay so I might repeat myself because I have already told my life story in the questions before. As I said, my brother has always been particularly sensitive to the theme of food and its impact on our lives. Besides, my father was a really good cooker, so he was always preparing some good dishes made with fresh products. Now, I have many friends that are being more and more careful to what they consume so I think it made me reconsider my consumption.

“Do you think their influence was that much important in your food consumption?”.

Yes.

“Same question for your apparel consumption, how your family, friends and peers might have directed you toward a fast fashion consumption or an eco-friendly one?”.

On that part, I wouldn’t say that my family and friends have inspired me to a better consumption because it’s not a subject that they’re interested in. I got interested myself, so I did some research.

“Do you think they really influenced your current apparel consumption? Why?”.

Well, no, because they have a basic way of consuming, they're not quite aware of the impact of the actual textile industry on our lives.

“What do you feel when consuming organic food?”

Good because I believe it's better for me and my health but also for the environment because it's supposed to respect it.

“What do you feel when buying regular clothes? Would you have any peculiar feeling when buying eco-friendly apparel? If yes, which ones and what would you feel?”

I think I would feel much better buying eco-friendly apparel because it means that it had less impact on the environment. I think it would make me proud because I believe every little action matters when it comes to sustainability.

“How would you recognize organic food and eco-friendly apparel?”

Thanks to a brand that is known for it (e.g., Picture Organic Clothing) or thanks to some certifications like the European Organic certification for food (AB).

“Why would you recognize better organic food than you'd recognize eco-friendly apparel?”

Maybe because when it comes to food it's easier to see myself the product (color, size, smelled...) whereas when it's apparel, they will look the same because it's about how it is produce.

“How current eco-friendly labels and certifications for apparel are recognizable to you? Do they trigger any instantaneous recognition? Why?”

Well, yesterday I bought some mountain pants from Decathlon, and they had the mention "eco design". I really liked the pants, and this mention confirmed my purchase. So, I don't think it's the first thing that I'm looking for when I need to buy something, but it matters to me.

“What type of key words on labels would convince you of any green aspect for apparel items?”

Eco, respectful, recycled, organic, green, planet, fairtrade, certified.

“How accessible and easy it is to find organic food for you?”

Nowadays it is easier to find it in supermarkets because they all have a special and dedicated space.

“Why would you easily find organic food?”

Because of the BIO corner !

“Same questions for eco-friendly apparel, how accessible and easy it is to find? And why isn't that accessible and easy?”

Well comparing with food, it is not that easy, because there is not a special corner for eco-friendly apparel in all stores.

“What factors would enable you to get a better accessibility to eco-friendly apparel?”

Better communication so people can know about the existence of those eco-friendly apparel, but also through education, that is to say relearning our way of life in order to have a lesser impact on the environment. For that, it is necessary that people know and realize the current state of the planet.

“Could you name eco-friendly apparel brands? In your opinion, why was it so difficult for you to name brands?”

Picture Organic Clothing, Patagonia, Bask.

I know only a few...

“How social media shapes your green consumption? How social media might enhance your organic food consumption and could improve your eco-friendly apparel consumption?”

I think social media is media like any other, it's also the most used today, especially by young people. It's accessible anywhere thanks to our phones, and our generation is always connected, which is a great advantage for brands that have relied on social networks to launch their product. So, I think it's the same for organic or eco-friendly products, it's still marketing after all. I acknowledge having already purchased products (organic or not) that I have discovered via social networks.

“How important is uniqueness in your style expression?”

I think I'm not a person who likes to show off, I like to keep a low profile. And that can be seen in the way I dress, even if I have a certain style of dress that looks a lot like me: casual, comfortable and sometimes sportswear.

“How many times a month are you buying new clothes items?”

It depends if I need something, I mean I'm trying to buy clothes only if I need it because I already have too many clothes. Also, I'm not the kind of person that goes every week to the shop. I like to go on sales for example.

“Do you have a style or fashion consumption in regard of clothes? Why more style or more fashion?”

I would say casual and sportswear like a normal t-shirt, jean, sweatshirt.

“What are you looking for when buying clothes? What specificities and characteristics matter the most to you?”

I think I'm looking for quality but also good price, so I need this balance between those two criteria. Also, I really need to try it on first, I need to feel good in the clothes, that's why I don't really like buying on the Internet.

“How customization opportunities influence your consumption behavior?”

I don't care about customization, and I never used it.

Respondent 9: Marie-Caroline Saleun-Donval.

Date Interview: 19th May.

Gender: Female.

Age: 20.

“When buying your food supplies, how important do you consider buying organic food?”

I have a medium importance; I am careful but sometimes if it is not organic and I like it I will take it.

“What portion organic food constitute your food supplies?” “Why so much? Or, why not so much?”

40%, when I take fruits, they have to be a maximum of organic and I know it's better that way, and for products to avoid gluten... the best is organic products less good but better for health. After everything cannot be organic, it is too expensive.

“When it comes to apparel, how many times a month do you go shopping?”

Maximum 2 times a month and even that is rare.

“When buying clothes, how important is eco-friendly fashion to you?” “When looking for clothes, do you look first at its eco-friendly side? Why?”

Very little importance in the end, I look at the composition and where it comes from but if I like it, I take it.

“How convincing organic food is in its green aspect?”

Not always, the products can be organic but, in the end, we don't know if in secret they don't put other chemicals.

“Do you acknowledge deep-rooted green actions via organic food consumption?”

No and I don't have much of an argument.

“Have organic food been well communicated to you since a younger age?”

Not really, we had green lunches, but other than the green commercials we didn't have too much information.

“Now, if we go back to eco-friendly apparel, have you heard so much about it or is it quite a new subject to you?”

It's a topic that is starting to be communicated but it's almost new to me.

“What eco-friendly apparel inspires you?”

Not so much yet because it is just starting to develop.

“Does eco-friendly apparel suggest you deep-rooted environmental actions?”

I think the green clothing part is still evolving, for the moment nothing is anchored, everything is still to be done.

“Eco-friendly apparel has been well communicated to you?”

Not real brands are starting to communicate about it but if you really want to know that you really have to look.

“For eco-friendly apparel, have you ever found a strong brand storytelling on their sustainable actions? If yes, was it convincing enough to push you further into eco-friendly apparel consumption?”

For me only Hushoot that I know is a strong brand for sustainable and eco-friendly clothing, they advocate for the environment and find ways to send ever more eco-friendly.

“What would push you to consume eco-friendly apparel? What characteristics and communication disclosure would enhance your eco-friendly apparel consumption?”

I think that what would make me buy eco-friendly clothes is first of all the quality and the reputation of the brand without which there will be no click.

Brands should communicate with more modern advertising about their ecological means or show how the production is done.

“Which has the biggest health and environmental impacts between eco-friendly apparel and organic food? Why?”

The most important impact I think would be the clothes, they have a negative impact on nature when clothes that are not ecological are thrown in the trash or even produced.

“What do you understand by eco-friendly apparel?”

Eco-friendly clothing made from recycled products and manufactured in an environmentally friendly manner that is not harmful to nature.

“Would a better communication on Preservation, Performance and Public of eco-friendly apparel effects enhance your green apparel consumption? Why?”

Yes, the more brands communicate about the good aspects of their product, the more customers will be interested and consume their product. The brand will make people want to and will be transparent with us.

“How your family, friends and peers influenced your food consumption? How did they direct you toward organic food or not?”

They didn't steer me too much towards green foods, in fact I was following for meals, and I wasn't very green. A little too tired to make food so you have to follow well the food of others.

“Do you think their influence was that much important in your food consumption?”

Of course, they taught me to eat one way and so now I eat the way they taught me.

“Same question for your apparel consumption, how your family, friends and peers might have directed you toward a fast fashion consumption or an eco-friendly one?”

My parents always dressed me in an eco-friendly way which influenced me for the rest of my life.

“Do you think they really influenced your current apparel consumption? Why?”

Of course, we are always influenced by the people around us, even though to this day I dress myself I have my mom's clothing habit.

“What do you feel when consuming organic food?”

I find that when we eat these products, we are eating something that is healthier for us, and it is a better consumption than all the chemical foods.

“What do you feel when buying regular clothes? Would you have any peculiar feeling when buying eco-friendly apparel? If yes, which ones and what would you feel?”

I don't think I would have any feelings about clothes except that my wallet would feel lighter if the ecological clothes cost less.

“How would you recognize organic food and eco-friendly apparel?”

You can recognize them if I'm not mistaken with the green logo, and the information in front of the products, or the label.

“Why would you recognize better organic food than you'd recognize eco-friendly apparel?”

Thanks to the easy recognizable labels on food displayed such as AB and Fairtrade.

“How current eco-friendly labels and certifications for apparel are recognizable to you? Do they trigger any instantaneous recognition? Why?”

Thanks to the green arrows on the labels, it triggers recognition but not directly since the labels are often hidden.

“What type of key words on labels would convince you of any green aspect for apparel items?”

-Eco-friendly.

-Made in France.

-Recyclable product.

“How accessible and easy it is to find organic food for you?”

Leclerc, Bio cop near home easy to access and full of organic products.

“Why would you easily find organic food?”

Today organic food is so promoted that in every grocery store, store...there is an aisle with only ecological products.

“Same questions for eco-friendly apparel, how accessible and easy it is to find? And why isn't that accessible and easy?”

It's not easy and accessible, because first you have to know the brands that offer eco-friendly products and there aren't many of them yet.

“What factors would enable you to get a better accessibility to eco-friendly apparel?”

I think there needs to be more information to make it more accessible.

“Could you name eco-friendly apparel brands? In your opinion, why was it so difficult for you to name brands?”.

Hushoot, it's hard to talk about brands with green clothing because they are rare or don't communicate enough about it.

“How social media shapes your green consumption? How social media might enhance your organic food consumption and could improve your eco-friendly apparel consumption?”.

The more we see on the networks about green products the more we're going to want to have the same ones, the more popular they are the more we're going to search. To improve there should be more communication about these products.

“How important is uniqueness in your style expression?”.

More or less important, having a unique style is important to not look like everyone else, but if it's not it's okay.

“How many times a month are you buying new clothes items?”

Two times maximum.

“Do you have a style or fashion consumption in regard of clothes? Why more style or more fashion?”.

I would say more a style because I want clothes to show my sporty and cool side.

“What are you looking for when buying clothes? What specificities and characteristics matter the most to you?”.

Clothes that I am comfortable in and can wear for any occasion.

“How customization opportunities influence your consumption behavior?”.

The more I can customize my style the more I will want to consume the products to keep my own style.

Respondent 10: Hugo Degroot.

Date Interview: 20th May.

Gender: Male.

Age: 23.

“When buying your food supplies, how important do you consider buying organic food?”.

I am not used to buying organic but rather to favor local products with short circuits and seasonal products when possible.

“What portion organic food constitute your food supplies?” “Why so much? Or, why not so much?”.

Price.

“When it comes to apparel, how many times a month do you go shopping?”.

Once or twice a month in shop or second-hand places.

“When buying clothes, how important is eco-friendly fashion to you?” “When looking for clothes, do you look first at its eco-friendly side? Why?”.

I pay more and more attention to it by avoiding for example some brands that do not make any effort on it but what I look at first is the price by habit.

“How convincing organic food is in its green aspect?”.

For me it participates in the preservation of the environment by avoiding the pollution of the land and therefore of the oceans too by the elimination of certain products.

“Do you acknowledge deep-rooted green actions via organic food consumption?”.

It is rather something quite recent in the end and which is still quite criticized.

“Have organic food been well communicated to you since a younger age?”.

Yes, whether through advertisements, videos and documentaries to preserve the environment etc.

“Now, if we go back to eco-friendly apparel, have you heard so much about it or is it quite a new subject to you?”.

Being in product development, this is something I know through my studies so more or less 4/5 years now especially since brands have made it their 1st marketing argument.

“What eco-friendly apparel inspires you?”.

Patagonia.

“Does eco-friendly apparel suggest you deep-rooted environmental actions?”.

Not anchored enough because more recent than organic food for example.

“Eco-friendly apparel has been well communicated to you?”.

Getting better.

“For eco-friendly apparel, have you ever found a strong brand storytelling on their sustainable actions? If yes, was it convincing enough to push you further into eco-friendly apparel consumption?”

I do not necessarily remember it except Patagonia but do not necessarily push me to consume more eco as I consume basic much less than before. In addition, I will turn more to second hand rather than an eco-responsible product, even if we can also link the two.

“What would push you to consume eco-friendly apparel? What characteristics and communication disclosure would enhance your eco-friendly apparel consumption?”

That is already one of the factors I am looking at.

For communication, we would need strong messages with concrete, why not assessments and videos on what has been saved with this mode of production.

“Which has the biggest health and environmental impacts between eco-friendly apparel and organic food? Why?”

No idea of the comparison between the two, I do not know enough about the real impact for both but given the current overconsumption and the increase in population, working on one or the other would be beneficial in any case.

“What do you understand by eco-friendly apparel?”

Companies using renewable materials, techniques that minimize water consumption, techniques that respect flora and fauna, etc.

“Would a better communication on Preservation, Performance and Public of eco-friendly apparel effects enhance your green apparel consumption? Why?”

Personally, I do not think for myself because I prefer to favor second-hand, the fact of recycling the use of clothes being less consuming than producing, even if eco-friendly.

“How your family, friends and peers influenced your food consumption? How did they direct you toward organic food or not?”

I have always been accustomed to eating seasonal products, favoring a short circuit, my family not eating especially organic I was not pushed there.

“Do you think their influence was that much important in your food consumption?”

Yes, because I am quite young, I have always been used to eating like them and I have kept this habit of eating more or less like when I lived with my parents.

“Same question for your apparel consumption, how your family, friends and peers might have directed you toward a fast fashion consumption or an eco-friendly one?”

At the time when my parents paid me for my clothes, it was not at all an argument put forward by the brands, I dressed in cheap clothes when it was my parents who chose then when I started to choose, I only looked at the aesthetics of the garment.

“Do you think they really influenced your current apparel consumption? Why?”

Yes, more or less because I always had a notion of money with them and then I also liked beautiful brands, so I quickly turned to second hand but myself.

“What do you feel when consuming organic food?”

That it's healthier for my body and the environment.

“What do you feel when buying regular clothes? Would you have any peculiar feeling when buying eco-friendly apparel? If yes, which ones and what would you feel?”

No particular feeling because not anchored enough yet in my consumption.

“How would you recognize organic food and eco-friendly apparel?”

Always indicated as it is also an important selling point.

“Why would you recognize better organic food than you'd recognize eco-friendly apparel?”

Well recognition is better for food via the reserved shelves in every supermarket.

“How current eco-friendly labels and certifications for apparel are recognizable to you? Do they trigger any instantaneous recognition? Why?”

Yes, because they make it possible to realize that the brand has made an effort on this point when the intention is real.

“What type of key words on labels would convince you of any green aspect for apparel items?”

Respectful of the environment, not necessarily keywords but explanations of what they were able to save and the impact.

“How accessible and easy it is to find organic food for you?”.

Very easy.

“Why would you easily find organic food?”.

Findable in any large area.

“Same questions for eco-friendly apparel, how accessible and easy it is to find? And why isn’t that accessible and easy?”.

Harder given that much fewer brands offer them and because of green washing.

“What factors would enable you to get a better accessibility to eco-friendly apparel?”.

Need of better price.

“Could you name eco-friendly apparel brands? In your opinion, why was it so difficult for you to name brands?”.

Patagonia, Decathlon.

Difficult because the primary goal of brands is to sell and generate profits whose eco-friendly aspects is not necessarily their priority or just a marketing argument.

“How social media shapes your green consumption? How social media might enhance your organic food consumption and could improve your eco-friendly apparel consumption?”.

They influence it a little because they are the platforms where I am the most and as it is the first platform where marketing is therefore the influence necessarily a minimum.

Maybe if there were more ambassadors.

“How important is uniqueness in your style expression?”.

Not really important.

“How many times a month are you buying new clothes items?”

Once maximum.

“Do you have a style or fashion consumption in regard of clothes? Why more style or more fashion?”.

Before fashion, now much less because my tastes change less or less quickly, I more or less found how I liked to dress well.

“What are you looking for when buying clothes? What specificities and characteristics matter the most to you?”.

I like simple things, which go with many other pieces of my wardrobe, beautiful and comfortable things.

“How customization opportunities influence your consumption behavior?”.

It doesn't really change my consumption except for parts that I really like a lot.

Respondent 11: Clémence Aubry.

Date Interview: 21st May.

Gender: Female.

Age: 23.

“When buying your food supplies, how important do you consider buying organic food?”.

Very important cause I pay a lot of attention in what I put in my body. I prefer consuming local food, where I know where it was done, without chemicals products.

“What portion organic food constitute your food supplies?” “Why so much? Or, why not so much?”.

I would say two tierces of what I buy is organic. Indeed, there are some products that I can buy without being organic cause I care less. Also, it is a bigger budget to buy bio so sometimes I switch to normal food.

“When it comes to apparel, how many times a month do you go shopping?”.

Maybe once a month, depending on my activities and my time.

“When buying clothes, how important is eco-friendly fashion to you?” “When looking for clothes, do you look first at its eco-friendly side? Why?”.

Not that important, I’m more about fashion than sustainability in fashion area.

“How convincing organic food is in its green aspect?”.

Depending on where you buy it. But usually yes, you know where it is coming from, who are the producers.

“Do you acknowledge deep-rooted green actions via organic food consumption?”

Yes, I kind of do but it quite depends on the source and who’s selling it.

“Have organic food been well communicated to you since a younger age?”

It wasn’t but I feel like I have grown in a society where organic food is increasing. It’s also part of my lifestyle now. I do a lot of sports, so it became important.

“Now, if we go back to eco-friendly apparel, have you heard so much about it or is it quite a new subject to you?”

I’ve heard couple time about it, but not as much as organic food for sure.

“What eco-friendly apparel inspires you?”

Organic clothes, made locally, who respect the environment and the workers.

“Does eco-friendly apparel suggest you deep-rooted environmental actions?”

Not really.

“Eco-friendly apparel has been well communicated to you?”

No.

“For eco-friendly apparel, have you ever found a strong brand storytelling on their sustainable actions? If yes, was it convincing enough to push you further into eco-friendly apparel consumption?”

Yeah, I would say there are several like Hoopal or Patagonia but at the end I didn’t buy so not that convincing.

“What would push you to consume eco-friendly apparel? What characteristics and communication disclosure would enhance your eco-friendly apparel consumption?”

To be able to find it anywhere I go, in big center cause usually its only online or in small shops.

“How your family, friends and peers influenced your food consumption? How did they direct you toward organic food or not?”

I would say my friends did, as we are a group of people doing a lot of sport, they introduce me to organic food and everything that comes with it.

“Do you think their influence was that much important in your food consumption?”

Kind of yes.

“Same question for your apparel consumption, how your family, friends and peers might have directed you toward a fast fashion consumption or an eco-friendly one?”

Not really because I don’t know anyone really consuming eco-friendly clothes.

“Do you think they really influenced your current apparel consumption? Why?”

So, no.

“What do you feel when consuming organic food?”

I feel like I am putting good food in my body.

“What do you feel when buying regular clothes? Would you have any peculiar feeling when buying eco-friendly apparel? If yes, which ones and what would you feel?”

To buy regular clothes feels normal even though sometimes I feel like it would be better to buy organic clothes for the environment.

“How would you recognize organic food and eco-friendly apparel?”

Via tag indications mainly.

“Why would you recognize better organic food than you’d recognize eco-friendly apparel?”

I’ve been better taught and communicated on organic food. Green apparel being something that appeared only recently.

“How current eco-friendly labels and certifications for apparel are recognizable to you? Do they trigger any instantaneous recognition? Why?”

I don’t think I know any.

“What type of key words on labels would convince you of any green aspect for apparel items?”

Labels concerning the materials, fabrication, social aspect for the workers.

“How accessible and easy it is to find organic food for you?”

Very easy, it’s in every small and middle or big supermarkets. And it’s becoming more affordable with the time.

“Why would you easily find organic food?”

There are lots of offer basically everywhere.

“Same questions for eco-friendly apparel, how accessible and easy it is to find? And why isn’t that accessible and easy?”

It’s more difficult, it’s only small shops usually located in city centers.

“What factors would enable you to get a better accessibility to eco-friendly apparel?”

More brands, meaning more diversity on the design, and be able to find it more easily when going out shopping.

“Could you name eco-friendly apparel brands? In your opinion, why was it so difficult for you to name brands?”

Hoopla, Patagonia, Pictures. I know some but not that much because they are still s small business.

“How social media shapes your green consumption? How social media might enhance your organic food consumption and could improve your eco-friendly apparel consumption?”

I don’t feel like social media is impacting my way of consuming especially for organic food. For eco-friendly clothes it’s different cause online we see a lot of small business.

“How important is uniqueness in your style expression?”

Not really important, I dress casual I don’t like to be really fancy.

“How many times a month are you buying new clothes items?”

One or two times a month.

“Do you have a style or fashion consumption in regard of clothes? Why more style or more fashion?”

I buy a lot of sport clothes and surfwear.

“What are you looking for when buying clothes? What specificities and characteristics matter the most to you?”

Design, comfort and price.

“How customization opportunities influence your consumption behavior?”

It’s pretty cool and can allow you to get special pieces.

Respondent 12: Adrien Le Roch.

Date Interview: 22nd May.

Gender: Male.

Age: 24.

“When buying your food supplies, how important do you consider buying organic food?”

I attach enough importance to organic products, but more to the origin of the products. I prefer to buy a local non-organic product than an organic product from a distant country.

“What portion organic food constitute your food supplies?” “Why so much? Or, why not so much?”

I usually buy animal products (egg, meat...) and organic vegetables, everyday products. The primary reason is the fact of being little informed by the origin of certain products, and the often-higher price of organic products.

“When it comes to apparel, how many times a month do you go shopping?”

Maybe once every 2 or 3 months !

“When buying clothes, how important is eco-friendly fashion to you?” “When looking for clothes, do you look first at its eco-friendly side? Why?”

I have enough importance to eco-responsibility in clothing when shopping, unfortunately I realize that I also have a lot of importance to the brand of the garment, and the price. Prices are often higher, so I sometimes do not favor eco-responsibility (especially in terms of shoes). I avoid all the brands that I know very pollutant. But I intend to force myself more and more to take this element into account!

“How convincing organic food is in its green aspect?”

Organic food is quite convincing in terms of eco-responsibility, especially in terms of the way of producing, more respectful of the animal or the earth. However, a non-local organic product comes in contradiction with the primary interest of eco-responsibility.

“Do you acknowledge deep-rooted green actions via organic food consumption?”

It’s pretty convincing in terms of environmental actions but if it is kept locally.

“Have organic food been well communicated to you since a younger age?”

Organic food has always been present, but the image I have of it has evolved over time. This food was for me reserved for a certain fairly affluent clientele, where the prices were really high. I now realize that organic is accessible, and quite well communicated.

“Now, if we go back to eco-friendly apparel, have you heard so much about it or is it quite a new subject to you?”

For several years now, eco-responsibility in textiles has been visible everywhere. However, I am increasingly wary of the information provided by brands. Working in product design, I realize that communication around these eco-responsible aspects is much more important for some companies than the real desire to design products differently. And communication is not always in line with developments. In addition, this information is based only on the materials that make up the product but does not take into account the logistics and production of the products, which are just as polluting.

“What eco-friendly apparel inspires you?”

Small local brands, like Saloa Shoes... and on a larger scale, brands like Patagonia.

“Does eco-friendly apparel suggest you deep-rooted environmental actions?”

Brands are increasingly communicating about the eco-responsible aspects of their products. The problem is that eco-responsibility has become a major marketing element, found on all products and websites (Zalando referencing ...), without having actions totally committed to eco-responsibility. I am aware that any company that produces pollutes by definition, but some companies (little) manage to think about development as a whole, and not only for the purpose of belly a few "eco" things.

“Eco-friendly apparel has been well communicated to you?”

Yes, very communicated.

“For eco-friendly apparel, have you ever found a strong brand storytelling on their sustainable actions? If yes, was it convincing enough to push you further into eco-friendly apparel consumption?”

I have in mind shoe brands like Saloa Shoes or N'go shoes, French brands that think not only about the materials that make up the products, but also about the ethical way to be able to produce them (by making local companies or small companies work in some developing countries, for example, where living and working conditions are scrupulously checked).

“What would push you to consume eco-friendly apparel? What characteristics and communication disclosure would enhance your eco-friendly apparel consumption?”

The fall in prices, even if the gap is getting thinner and thinner.

I would also like full transparency on how to produce and restrict Greenwashing as much as possible.

“Which has the biggest health and environmental impacts between eco-friendly apparel and organic food? Why?”

The biggest impact for me is the overabundance of plastic produced and not recycled. These plastics have a huge impact on the health of some countries, and disastrous consequences on the environment.

“What do you understand by eco-friendly apparel?”

A product thought out as a whole so that every step, from ideation, development, use and end of life is thought to have the least negative impact on the environment. And above all, a product without blather around pseudo environmental action.

“Would a better communication on Preservation, Performance and Public of eco-friendly apparel effects enhance your green apparel consumption? Why?”

As said before, the communication around the eco is already huge. What should be changed above all is the transparency of companies on these actions, in order to be able to verify the veracity of these actions.

“How your family, friends and peers influenced your food consumption? How did they direct you toward organic food or not?”

I think I was influenced by my girlfriend and roommate, who are very fond of organic food. I think I, in turn, influenced my family on this consumption.

“Do you think their influence was that much important in your food consumption?”

Yes, they were.

“Same question for your apparel consumption, how your family, friends and peers might have directed you toward a fast fashion consumption or an eco-friendly one?”

Discussions with my family about the impact on the environment that our clothes can have influenced my thinking on this subject. The research and questions I then had confirmed this interest.

“Do you think they really influenced your current apparel consumption? Why?”

I think the influence was mutual, and the awareness was made together. I also think that people with a totally different vision on the subject, where eco-responsibility is not a priority, have also confirmed my vision on this subject.

“What do you feel when consuming organic food?”

I think I'm giving more importance to the product, and that also motivates me to cook those products more. We also feel a little proud to have avoided the simplicity of supermarkets, and to have favored good products for ourselves and for the environment.

“What do you feel when buying regular clothes? Would you have any peculiar feeling when buying eco-friendly apparel? If yes, which ones and what would you feel?”

Now having knowledge of the development of certain products, I feel slightly guilty for not turning to more responsible brands when buying 'classic' clothes.

“How would you recognize organic food and eco-friendly apparel?”

It depends on the products. Regarding textiles, it is difficult to tell the difference without additional information. When it comes to food, the overly perfect appearance of certain foods can sometimes help.

“Why would you recognize better organic food than you'd recognize eco-friendly apparel?”

Yes, I think.

“How current eco-friendly labels and certifications for apparel are recognizable to you? Do they trigger any instantaneous recognition? Why?”

Some labels are now more recognizable and confirm the origin of products. However, some labels (especially for sea fishing for example) are created by the companies themselves and distort the judgment that can be made about the products.

“What type of key words on labels would convince you of any green aspect for apparel items?”

Ethical,

“How accessible and easy it is to find organic food for you?”

Pretty good now, even in supermarkets.

“Why would you easily find organic food?”

To be able to more easily orient oneself towards this kind of products, and not to choose the ease of supermarkets.

“Same questions for eco-friendly apparel, how accessible and easy it is to find? And why isn't that accessible and easy?”

Few brands are totally dedicated to this cause, so it is difficult to find this kind of products everywhere.

“What factors would enable you to get a better accessibility to eco-friendly apparel?”

The price mostly.

“Could you name eco-friendly apparel brands? In your opinion, why was it so difficult for you to name brands?”

Patagonia.

It's difficult because you have to be able to define which brands really think about ecology and not money.

“How social media shapes your green consumption? How social media might enhance your organic food consumption and could improve your eco-friendly apparel consumption?”

Networks can make it possible to know more solutions or brands created. Beware, however, of biased information.

“How important is uniqueness in your style expression?”

I like the originality of certain people or styles.

“How many times a month are you buying new clothes items?”

Once every 2 or 3 months.

“Do you have a style or fashion consumption in regard of clothes? Why more style or more fashion?”

I have no particular style, I like rather casual clothes, see recuperation like Emmaus for example.

“What are you looking for when buying clothes? What specificities and characteristics matter the most to you?”

Aesthetics, color, shape, and what the garment can represent.

“How customization opportunities influence your consumption behavior?”

I think I am influenced by the universe around the brand, what the brand represents and the lifestyle it inspires.

Annex 3: Open Codes and Axial Codes Details with Respondents' Quotes.

	Food/Apparel	OPEN CODES	QUOTES FROM INTERVIEW	AXIAL CODES
SUB-CASE 1	Organic Food: MOTIVATORS	Priority	"It actually represents my first priority". "It is the basis of a healthy and reasoned food". "For me it is really important, especially concerning the vegetables and fruit. I try to consume organic fruits and vegetables and from the current season".	Strong Attention
		Large Consumption	"I would say 80%".	
		Organic Food Awareness	"More aware of what we buy and eat!".	
		Environmental Aspect	"Better for the planet". "Contribute to the wellbeing of the environment".	Environment Consciousness
		Preference	"I very often prefer organic". "I always prefer organic".	Confidence in Organic Food
		Trust	"I basically have trust in organic food".	
		Fear	"We don't know what other non-organic food is made of". "Unknown pesticides and chemicals". "Some products can be transformed, modified, or even added with other components, so no thank you!". "I try to avoid vegetables/fruits from Spain, because I know they use a lot of chemicals".	
		Respect for Local Farmers and Producers	"For the producers first because they are first impacted by this". "Favor local products with short circuits and seasonal products when possible". "More to the origin of the products". "I prefer consuming local food, where I know where it was done". "I largely prefer organic products bought at the market or at local".	
		Quality	"I also see organic food as better-quality products". "When I take fruits, they have to be a maximum of organic and I know it's better that way". "We find more flavor in the mouth". "They are high quality foods".	Well-Being Properties
		Health Attribute	"It's healthy".	

		<p>"Have an impact on our body".</p> <p>"We have witnessed many controversies about certain ingredients that have had repercussions on the health of consumers".</p> <p>"Very important cause I pay a lot of attention in what I put in my body".</p> <p>"Better for health".</p> <p>"Without chemicals products".</p> <p>"The impact of products on health".</p>		
	Self-Centered	<p>"Because people are selfish and self-centered, so they care about their appearance and their health, so they buy organic food".</p> <p>"Allow us to have a better diet".</p>		
	Organic Food: BARRIERS	Expansiveness	<p>"I usually base my purchase on the price".</p> <p>"It's more expensive".</p> <p>"My budget doesn't allow me to buy organic food every time".</p> <p>"After everything cannot be organic, it is too expensive".</p> <p>"The often-higher price of organic products".</p> <p>"It is a bigger budget to buy bio so sometimes I switch to normal food".</p> <p>"I'm still a student, so I don't have much money and obviously the cost is one of the limits of organic food".</p> <p>"It is too expensive".</p>	Overpriced
	Eco-Friendly Apparel: MOTIVATORS	Practicality	<p>"First thing I look for is the utility of the cloth".</p> <p>"I'm trying to buy only stuff that I need".</p> <p>"Once or twice a month in shop or second-hand places".</p> <p>"Maybe once every 2 or 3 months".</p> <p>"Once a month".</p> <p>"Maximum 2 times a month and even that is rare".</p> <p>"When I need a specific item".</p>	Usefulness
		Quality	<p>"I pay a lot attention to the quality and design of the product".</p> <p>"I am more willing to tolerate price differences for quality".</p>	
		Alternatives	<p>"Secondary-hand shops".</p> <p>"I appreciate the second-hand".</p>	Singularity

	Uniqueness	About secondary shop: "I do enjoy go there looking for a unique and different piece".	
	Environmental Attributes and Benefits	"Eco-friendly fashion is important to me, and I try to stay away from all brands doing greenwashing".	Recognition of a Positive Eco-Friendly Attitude
	Positivity	About cloth recycling: "It gives me the feeling to have done a positive action".	
	Growing Concern and Awareness	"I think it's an important thing and now during my lasts shopping I tried to be careful about this". "I avoid all the brands that I know very pollutant. I intend to force myself more and more to take this element into account".	
	Willing of Doing Better and More	"The fast fashion is killing our planet; we have to change our way of consuming clothes".	
	Disregard	"Eco-friendly per se is not that much important for me". "Generally, no, I don't look directly at the ecological side". "I think it's not that important to me". "For the eco-friendly side, I do not particularly look at it". "I'm more about fashion than sustainability". "I'm not looking at the ecologic part". "It's not my priority". "I admit I do not pay attention to the fact that a product is eco-friendly or not".	
Eco-Friendly Apparel: BARRIERS	Big Brands Unreliability	"The Uighurs scandal made me realize how brands can lie to us and hide the truth of the production of their products". "I believe there are too many companies faking this new 'eco trend', well that's a fact and it has a name, greenwashing". "Because for me there's only a few companies that REALLY are into eco-friendly fashion".	Apparel Companies Untrustworthy
	Illogic and Compulsive Consumerism	"They prefer to buy in quantity than in quality". "Fashion is always changing and making us want to buy again and again".	Anchored Fast Fashion Cycles
	Expansiveness	"I have in mind that an eco-friendly product is much more expensive than a basic product found in fast fashion brands".	

		<p>"Prices are often higher, so I sometimes do not favor eco-responsibility".</p> <p>"I look at first is the price by habit".</p>	
	Aesthetics Over Sustainability	"I still tend to focus too much on the aesthetic aspect of the product before checking where it comes from and how it was produced".	
	Non-regular Shopper	<p>"Only once every two months".</p> <p>"Once or twice a month".</p> <p>"Not that much actually, I would say one time a month or less".</p> <p>"1 or 2 times a month".</p> <p>"Once a season".</p>	<p>Inattentive & Indifferent Consumers</p>

	Food/Apparel	OPEN CODES	QUOTES FROM INTERVIEW	AXIAL CODES
SUB-CASE 2	Organic Food: MOTIVATORS	Proximity Knowledge and Awareness	<p>"When an organic food item is not from a boundary country to mine, I start to have doubt regarding its green aspect due to transport implications if not European or border country".</p> <p>"I'm more convinced by organic food from the farm or the city market because the food is produced more locally".</p> <p>"Pretty convincing in terms of environmental actions but if it is kept locally".</p> <p>"A non-local organic product comes in contradiction with the primary interest of eco-responsibility".</p> <p>"You know where it is coming from, who are the producers".</p> <p>"I consume more fruit and vegetables from local producers".</p>	Importance of Locality
		Health Concerns	<p>"It is something that goes directly inside our body, so effect is straightforward and direct".</p> <p>"Not using pesticides is a good start".</p> <p>"Intestinal problems".</p> <p>"It is beneficial for our health because the substances used in conventional agriculture are harmful, for humans, animals and the planet in general".</p> <p>"Organic products are, I am sure, better for human health".</p> <p>"Food because we eat it".</p> <p>"Organic food can improve the health of humans and animals with the removal of pesticides".</p>	Sense of Health Consequences & Attributes
		Self-Esteem and Moralistic	<p>"I tend to criticize people of non-sustainable and selfish behavior when they consum bad food".</p>	Moral Obligation
		Wildlife Concerns	<p>"Organic food can improve the health of humans and animals with the removal of pesticides".</p> <p>"Convincing in terms of eco-responsibility, especially in terms of the way of producing, more respectful of the animal or the earth".</p> <p>"We reduce the use of pesticides and other chemical elements that are both harmful to the environment and to humans".</p>	Strong Environmental Acknowledgement

	"It is beneficial for our health because the substances used in conventional agriculture are harmful, for humans, animals and the planet in general".	
Ecologic Act and Environmental Support	<p>"Organic food for me represents a pro-ecology act and as something we should all adopt cause of today's urgent situation".</p> <p>"It participates in the preservation of the environment by avoiding the pollution of the land and therefore of the oceans too".</p> <p>"I have chosen to become a vegetarian in order to eat food that has less impact on the environment".</p> <p>"It has to be better for the environment".</p>	
Production Trust	"It remains convincing insofar as the producers put in place a responsible production".	<p>Existing Comprehension & Trust Toward Organic Food</p>
Knowledge on Food Processes	"Production has an impact on the environment including the state of the land that is cultivated but also our health in the face of all the products used".	
Existing Wide Communication Panel	<p>"Green commercials".</p> <p>"Through advertisements, videos and documentaries to preserve the environment".</p>	
Strong Existing Awareness and Communication	<p>"I realize that organic is accessible, and quite well communicated".</p> <p>"Organic food has always been present".</p>	
Family Nostalgia and Memories	<p>"When I was a child, I always remember my grand-dad driving me till Bruno's (his farmer friend) place who cultivated organic salad, tomatoes, beans and potatoes".</p> <p>"When I was little, I used to live close to a farm, so we had a garden with fruit trees, and we had the eggs from the farm".</p>	<p>Family Eco-Friendly Transmission</p>
Family Lessons and Education	<p>"My grand-dad always taught me the importance to have and keep a fresh vegetable garden".</p> <p>"When it comes to my parents, they always told me the importance to eat good fruits and vegetables".</p> <p>"My parents and my family have immediately encouraged me to have this kind of behavior and those from my youngest age".</p>	

		"It was always my mother who made me aware of this practice, by buying some organic products".	
	Family Influential Trends	"It's true that I consumed more organic food these last years since my parents turned themselves 100% into it". "My family cared much about it only few years ago, so the subject started to be discussed at home"	
	Institutional Push and Support	"All the measures put in place to promote organic food". "I feel like I have grown in a society where organic food is increasing".	
Organic Food: BARRIERS	Mistrust toward Companies	"I have the impression that it is also a fad with eating habits that tend to change, and producers and industrialists are taking advantage of it". "Sometimes it seems like companies are lying to us and it's just about pretending". "Now, I feel like some products aren't that 'green' ". "The products can be organic but, in the end, we don't know if in secret they don't put other chemicals". "Still quite criticized". "It quite depends on the source and who's selling it". "There are always risks of greenwashing". "We can have to do with signs which make of the marketing on so-called Bio which in reality are not it or little".	Negativity & Skepticism Toward Real Eco-Friendly Achievement
	Real Impact Suspicions	"I read a lot of articles which says very various things about the real impact and fake side of the organic food."	
	Cliché Disapproval	"The cliché side of the organic consumer has always deeply displeased me".	Unaccepted Habits
	Educative System and Institutions	"I find it regrettable not to have been sensitized earlier, at school for example, on the benefits of organic food".	Lack of Early Public Education Support
Eco-Friendly Apparel: MOTIVATORS	Study and University Awareness	"It's a subject that was one of the main bases of my master's degree this year". "I heard a lot about it because I did an internship for an eco-friendly sports brand".	Higher Education & Study Consciousness

		<p>"This is something I know through my studies".</p> <p>"I'm doing my thesis on the development of a sustainable supply chain".</p> <p>"I had CSR classes this year".</p>	
	Institutional Trust	"This thing does not really sound as a French problem or Europe at large since we have many authorities sampling water for safety and all."	Societal Trust
	Better Traceability	<p>"I would appreciate if some companies put information about ...how the material was used, and its production path to the final product".</p> <p>"I would also like full transparency on how to produce".</p> <p>"I like the fact that you can clearly know the origins of the different materials".</p> <p>"I would need real proof".</p>	Strong Wish for Better Overall Supply Chain Disclosure & Understanding
	Wish for Greater Information on Processes	<p>"I guess a better understanding on the processes used would help me".</p> <p>"Maybe if there are more explications on why it's important to buy ecofriendly and the real impact of this".</p> <p>"A product thought out as a whole so that every step, from ideation, development, use and end of life is thought to have the least negative impact on the environment".</p> <p>"Brands should communicate with more modern advertising about their ecological means or show how the production is done".</p> <p>"If we understood better the public, societal and common well-being challenges, we might be more inclined to consume eco-friendly apparel".</p>	
	Communication Disclosure on Ethical Aspects	"About the ethical way to be able to produce them (by making local companies or small companies work in some developing countries, for example, where living and working conditions are scrupulously checked)".	
	Better Transparency and Communication	<p>"As a consumer I like to have information about the products I buy because it is important".</p> <p>"The thing that I really appreciated with this story is the way they always want to be 100% transparent by showing their production unit in Portugal for example".</p>	

		<p>"What should be changed above all is the transparency of companies on these actions, in order to be able to verify the veracity of these actions".</p> <p>"A better communication surely helps to reach out to more people".</p> <p>"The brand will make people want to and will be transparent with us".</p> <p>"100% transparency is the priority for me".</p> <p>"It includes all the process of production (materials used, dyeing, treatment, etc....). It also includes the working conditions of people producing those clothes (e.g., Asian workers)".</p>	
	Better Understanding	"If we are well informed, if we have significant figures in mind, it will automatically impact our act of purchase".	
	Better Accountability	<p>"The factory producing the products respect a lot of ecological standards".</p> <p>"Why not assessments and videos on what has been saved with this mode of production".</p> <p>"It includes all the process of production (materials used, dyeing, treatment, etc....). It also includes the working conditions of people producing those clothes (e.g., Asian workers)".</p> <p>"If processes have not too much environmental impacts".</p>	
	Companies' Targeted Communication Under Development	<p>"It represents a big part of my actual job where I'm in charge sometimes to explore this subject and see how different brands are communicated about the eco-friendly consumption of their products".</p> <p>"Brands are increasingly communicating about the eco-responsible aspects of their products".</p> <p>"Getting better".</p>	<p>Environmental Communication Underway</p>
	Growing Targeted Communication	<p>"I often hear about it, it is more and more important in consumption habits".</p> <p>"I believe that if people would get more info on what are the limits of the textile industry on their life maybe they would be more careful at the moment of consuming".</p> <p>"Brands have made it their 1st marketing argument".</p>	

		"More and more topics evolve around the presentation of the functioning of eco-friendly clothing brands".	
	Honest Communication	"At the level of the communication, I want it to be really clear and honest".	Building Up Brands Integrity
	Luxury Storytelling	"In business I think directly of Hermès...It maintains its ancestral knowledge"	Luxury Brands Opportunity
	Environmental Improvement Wish	<p>"For the ecological impact, the sustainable development for the good of the planet".</p> <p>"I like the idea of cleaning oceans while buying a garment".</p> <p>"Something good for the planet at large and something not hurting the planet".</p> <p>"Something respectful for the planet".</p> <p>"The preservation and public aspect retained my intention".</p> <p>"Eco-friendly fashion can limit water pollution, CO2 emissions by avoiding the production of more raw materials".</p> <p>"Less harmful for the environment".</p>	Climate Concerns & Call for Actions
	Environmental Awareness	"Raise consumer awareness in order to make them aware of the damage caused by the textile industry".	
	Wildlife Concerns	<p>"A respect for the welfare of the animal harvesting method of wool".</p> <p>"If I know is not harmful in any way to wildlife compared to others, of course it will help".</p> <p>"Eco-friendly garment is a garment that respects people, animals and the environment, i.e., products of non-animal origin and not tested on animals".</p>	
	Knowledge on Body Respect	"It avoids for example to have skin problems due to the bad quality of some products".	Fear on Consumers' Health
	Less Chemicals	<p>"The idea of not using chemicals at all".</p> <p>"The non-use of chemicals in fabric processes and maybe less water used at production".</p> <p>"No rejects in oceans, rivers or lakes of any chemicals or components used".</p> <p>"Removing chemicals from clothing".</p> <p>"Chemical wastes are well treated and used in a circular way".</p>	

	Local Culture and Know-How Importance	<p>"By elaborating the products locally brings to the maintenance of the local culture which for me is extremely important".</p> <p>"Made locally".</p> <p>"Short circuit production".</p>	<p>Locality & Proximity</p> <p>Prevalence over Globality</p>
	Importance of Apparel Origins	<p>"Products of origin found".</p> <p>"A production process that took place close to the selling points".</p> <p>"Small local brands".</p> <p>"Made in".</p> <p>"I would say everything expect China and India to be honest".</p> <p>"If the cloth item is coming from Europe, it would for sure help me to understand its eco-friendly side. In other words, I need to know where it's from".</p> <p>"Better disclosure on origins mainly".</p> <p>"The products were produced locally".</p> <p>"I would appreciate if some companies put information about where the products come from".</p>	
	Social Media Opportunities	"I think at the time of today social networks are a real vector of information sharing across the planet".	<p>Social Medias Communicative Influences</p>
	Social Media Strength for Storytelling	<p>"I followed they history since day 1".</p> <p>"They made those short videos to explain how and why they're doing this project".</p>	
	Storytelling on Environmental Aspect	<p>"The story telling of the brand, in which way the brand is eco".</p> <p>"Eco-friendly clothing manufactured in an environmentally friendly manner that is not harmful to nature".</p>	
	Companies' Reputation on Green Aspects	"I think that what would make me buy eco-friendly clothes is first of all the reputation of the brand".	<p>Need for Greater Brands Reliability on Eco-Aspects</p>
	Need to Create Greater Motivations	"I think the motivations has to be others and deeper".	
Need to Demonstrate Strong Green Ground for Companies	"For communication, we would need strong messages with concrete".		

		"Companies using renewable materials, techniques that minimize water consumption, techniques that respect flora and fauna, etc".	
	E-Commerce Sustainable Indication	"On website and e-tailer such as Zalando we indicate when an item is sustainable or eco-friendly".	Marketplace Advances
Eco-Friendly Apparel: BARRIERS	Offer Scarcity	"The only products that inspires me the most at the moment are the pants especially the jeans".	Consumers Non-Existant Awareness & Knowledge
	Isolated and Neglected Subject	"It remains on new subject on which I didn't really incline myself to". "Not anchored enough because more recent than organic food". "Not really, I had to search for the information".	
	Late and Undeveloped Knowledge	"It's been quite recent that e-tailers are giving such information and notice, so it is indeed a new matter to me". "if I hadn't worked on fast fashion this semester, I wouldn't have become aware of the environmental damage that fashion causes". "A topic that is starting to be communicated but it's almost new to me". "I've heard couple time about it, but not as much as organic food for sure". "It is just starting to develop". "Later than for organic products". "For me it's a new subject". "This is a new topic for me".	
	Non-Existant and Inefficient Communication	"I think that brands today do not communicate enough on the subject, certainly we see the advertisements highlighting the brand but no emphasis on sustainability". "I observe that some companies yes, they adapt their products to the market, but I regret the can of communication". "We really hear a lot of the food side but not about the apparel in my opinion". "I feel like there are not that much". "I feel like we have to be interested in the topic to get info". "Not at all communicated". "I do not see any publicity on making allusion to the development".	

	Lack of Transparency	<p>"It's a need to have this transparency from the companies, which is what I strongly regret from many companies".</p> <p>"I would be convinced if I had proofs".</p> <p>"They say they produce products that meet sustainability but if we do not have such information how do you want us to buy such products? ".</p>	<p>Non-Provided Accountability & Responsibility</p>
	Not Enough Traceability	<p>"I would like to see where the product was produced, by whom, in which conditions, the materials used and how the product can be recycled".</p>	
	Weak Advertisement and Awareness on Socials	<p>"Brands today do not communicate whether in advertising or on social networks".</p>	<p>Scarcity of Strong Brands Recognized as Real Eco-Friendly Actors</p>
	Scarcity of Sustainable Storytelling	<p>"I heard only about Ekyog and its sustainable practices".</p> <p>"No eco-friendly clothing really inspires me".</p> <p>"I do not necessarily remember it except Patagonia".</p> <p>"Patagonia has been good in its sustainable actions. If others, I couldn't say".</p> <p>"I find that only Veja knows how to communicate about its eco-friendly practices".</p>	
	Need for Better Storytelling	<p>"No, I wish I would have seen already some strong storytelling".</p> <p>"Some brands have really good storytelling and convictions, but I don't think that the storytelling of a brand can convince you to act as an eco-friendly apparel consumer".</p> <p>"I didn't buy so not that convincing".</p> <p>"I did not ever hear of such strong storytelling on sustainable actions from brands".</p>	
	Lack of Recognized Sustainable Brands	<p>"Not real brands are starting to communicate about it but if you really want to know that you really have to look".</p> <p>"For me only Hushoot that I know is a strong brand for sustainable and eco-friendly clothing".</p> <p>"Some companies (little) manage to think about development as a whole, and not only for the purpose of belly a few 'eco' things".</p>	

	Companies Dishonest Practices	"Greenwashing is very present unfortunately in the market where the eco conception is a great argument of sell".	Companies' Lack of Credibility
	Untrustworthy of Apparel Brands	"I am increasingly wary of the information provided by brands".	
	Dishonest and Opportunist Communication (does not reflect the actual reality and company's acts)	"Working in product design, I realize that communication around these eco-responsible aspects is much more important for some companies than the real desire to design products differently". "This information is based only on the materials that make up the product but does not take into account the logistics and production of the products, which are just as polluting". "And communication is not always in line with developments".	
	Greenwashing Technics and Scandals	"It's usually not the case".	
		"The problem is that eco-responsibility has become a major marketing element, found on all products and websites (Zalando referencing ...), without having actions totally committed to eco-responsibility".	
	Untrusted and Unsatisfied Communication	"We know as a fact that green washing is existent and that some brands are just making non-faced affirmation about their products".	
	Dependency on Trends and Fads	"Fad effect".	Fast Fashion Cycles Power
	Anchored Unsustainable Practices	"If we look at how important fast fashion still is nowadays and how much consumerism is still anchored in our society".	
	Discrepancy in Product Type Awareness	"It's more in cosmetics I find".	Eco-Friendly Attributes Only Targeted on Some Items

	Food/Apparel	OPEN CODES	QUOTES FROM INTERVIEW	AXIAL CODES
SUB-CASE 3	Organic Food: MOTIVATORS	Family Nostalgia and Memories	"When I was a child, I always remember my grand-dad driving me till Bruno's (his farmer friend) place who cultivated organic salad, tomatoes, beans and potatoes".	Family Influence
		Family Lessons and Education	<p>"My grand-dad always taught me the importance to have and keep a fresh vegetable garden".</p> <p>"When it comes to my parents, they always told me the importance to eat good fruits and vegetables".</p> <p>"I have always been accustomed to eating seasonal products, favoring a short circuit".</p> <p>"I have always consumed like my parents".</p> <p>"I think that if from a young age my parents had been more committed to the cause and had "forced" me to take an interest in this type of food".</p> <p>"My brother has always been particularly sensitive to the theme of food".</p> <p>"My family always teach me that's important to buy local and labelled meat with protect origins".</p> <p>"We always went for good quality and organic food".</p> <p>"Especially my mother who introduced me to the consumption of organic food".</p>	
		Long-Lasting Education	<p>"These are ideas anchored since your childhood, so it remains with you along the way".</p> <p>"They taught me to eat one way and so now I eat the way they taught me".</p> <p>"I have always been used to eating like them and I have kept this habit of eating more or less like when I lived with my parents".</p> <p>"I've always been used to good quality stuff".</p> <p>"I kept these eating habits".</p> <p>"It is anchored in the habits".</p>	
		Relationship and Partner Influence	"I think I was influenced by my girlfriend, who are very fond of organic food".	Peers Influence

		Friends Influence	<p>"Then I also have friends who pay attention to what they eat so they also consume a lot of organic".</p> <p>"I would say my friends did, as we are a group of people doing a lot of sport, they introduce me to organic food and everything that comes with it".</p> <p>""I think I was influenced by my roommate".</p> <p>"I have many friends that are being more and more careful to what they consume so I think it made me reconsider my consumption".</p>	
		Work Experiences and Influences	<p>"My internships influenced me".</p> <p>"I worked for responsible companies, and I gained knowledge about consuming good products".</p>	Professional Influence
		Excitement Feelings	"I'm quite excited to taste new things".	Positive Feelings
		Positive and Pride Feelings	<p>"A sense of accomplishment".</p> <p>"Buying organic food just makes me feel better".</p>	
		Superiority Perception	"I would say a sense of superiority when looking at other people trolley full of bad and non-sustainable products".	
		Pride Perception	"We also feel a little proud to have avoided the simplicity of supermarkets".	
		Removal of Guiltiness	"Feeling less guilty".	
		Taste Newness and Superiority	<p>"In terms of taste it changes".</p> <p>"The taste of eggs from the farm is much better than those found in supermarkets".</p>	Perception of 'Products Excellence'
		Qualitative Perception	"Feeling of satisfaction, of quality".	
		Better Health Satisfaction	<p>"I still feel like I'm giving something healthier to my body".</p> <p>"It's healthier for my body and the environment".</p> <p>"I feel like I am putting good food in my body".</p> <p>"It's better for me and my health".</p>	

		<p>"I find that when we eat these products, we are eating something that is healthier for us, and it is a better consumption than all the chemical foods".</p> <p>"Favored good products for ourselves and for the environment".</p> <p>"Better for my body".</p> <p>"I think it's better for the health and for the ecology".</p>	
Eco-Friendly Apparel: MOTIVATORS	Feeling of Achievement	<p>"I would feel more accomplished and responsible".</p> <p>"I would feel like I made a good act".</p>	Pro-Environment Feelings & Emotions
	Feeling of Good Environmental Actions	<p>"I'll feel like I'm making a good action for the planet and feeling better myself".</p> <p>"I think I would feel much better buying eco-friendly apparel because it means that it had less impact on the environment".</p> <p>"I would feel better since it will be a green act".</p>	
	Recomfort via Ethical Apparel Sources	"I only try to avoid brands involved with the Uighurs scandal and too cheap clothes, so I don't feel bad when I buy something".	
	Guiltiness Toward Fast Fashion	<p>"Little guilt".</p> <p>"I feel slightly guilty for not turning to more responsible brands when buying 'classic' clothes".</p>	
	Personal Information Research	"I got interested myself, so I did some research".	Personal Curiosity
	Green Family Background	"My parents always dressed me in an eco-friendly way which influenced me for the rest of my life".	Family Openness & Strong Environmental Ground
	Family Open Discussions	<p>"Discussions with my family about the impact on the environment that our clothes can have influenced my thinking on this subject".</p> <p>"I think the influence was mutual, and the awareness was made together".</p>	
Eco-Friendly Apparel: BARRIERS	Parental Control	<p>"When you're a kid, your parents kind of control your cloth consumption".</p> <p>"They directed me toward good quality stuff, not necessarily eco-friendly".</p> <p>"Since I was little my mother dressed me in brands like Zara, Roxy, Pull & Bear...".</p>	Non-Eco-Friendly Family Influences

	Habits Building Up with Parents	"I have always been used to dressing in these stores".	
	Lack of Family Influence	"I wouldn't say that my family and friends have inspired me to a better consumption because it's not a subject that they're interested in". " I don't know anyone really consuming eco-friendly clothes". "They're not quite aware of the impact of the actual textile industry on our lives".	
	Friends Group Events	"I might buy more fast fashion stuff when going shopping with friends since we always go at big ensigns such as Zara and buy stuff we like for a cheap or good price". "It's hard not to be fooled when shopping with friends for example at H&M, Zara, Mango".	Unsustainable Peers Influence
	Friends Fast Fashion Influence	"I was influenced by my friends when I was younger by fast fashion".	
	Fast Fashion Trends and Reactivity	"They often have new collections".	Fast Fashion Domination
	Fast Fashion Cheapness	"Because it was not expensive in terms of budget". "Yes, more or less because I always had a notion of money with them". "It's hard to turn to other brands outside of fast fashion on a budget".	
	Autonomy and Self Centered	"I build my apparel consumption by myself, and my family or friends did not influence me that much". "I listen to my own tastes when it comes to apparel, so I buy what I like. If it disturbs someone, it doesn't really matter to me".	
	Lack of Excitement or Satisfaction	"No particular feeling". "I don't think I would have any feelings about clothes". "No particular feeling because not anchored enough yet in my consumption".	No Peculiar Excitement

	Food/Apparel	OPEN CODES	QUOTES FROM INTERVIEW	AXIAL CODES
SUB-CASE 4	Organic Food: MOTIVATORS	European Label Monopolization Acknowledgement	"Like for organic food, we have the European organic label that is the only one used I think to certify food as organic". "Food labeled organic in Europe has only one label displayed". "Thanks to some certifications like the European Organic certification for food (AB)". "Since it is the only one, we recognize it instantly".	Universally Acknowledged Organic Food Label
		Greater Label Knowledge	"Labels are more well-known". "I think it's more known by everybody".	
		More Recognized Labels	"There are a lot of more certifications in the organic food". "Easy recognizable labels on food displayed such as AB and Fairtrade".	
		Visual Recognition	"Thanks to the packaging or labels". "When it comes to food it's easier to see myself the product". "Well recognition is better for food via the reserved shelves in every supermarket". "The overly perfect appearance". "Always indicated as it is also an important selling point". "Special corner especially for the organic food in the supermarket or directly special stores". "When you go to supermarkets, for example Leclerc or stores like Grand frais, the products being 'organic' are indicated directly on the packaging".	Instantaneous & Eye Catchy Recognition
	Eco-Friendly Apparel: MOTIVATORS	Better Label Visual Recognition	"A green tag attached to a cloth". " If the green aspect of an apparel item is well displayed, I would recognize it". "If they have some logos, it is recognizable easily".	Need for Better Label Visuality
		Better Internet Visuality	"On the internet you can see a kind of logo next to the name of the product, it is easier to see if it is an ecological garment".	
		Key Words on Product Circularity	" 'Circular cycle' or even like 'circular life-cycle' ".	

	Key Words on Product Re-Usability	"All materials/fabrics re-used" ". "Recycled". "Recyclable product". "Recycled materials".	Need to Display Circularity Aspects
	Key Words on Environmental Respect	"It is the word 'eco-responsible' ". "Eco-friendly". "No chemicals".	Need to Display Environmental Respect Aspects
	Key Words on Ethical Conditions	"Well paid workers". "Social aspect for the workers". "Key words on fairtrade".	Need to Display Reasonable Ethics
	Materials Origins Indication	"Related to the origin of raw materials". "Made in France". "Produced in Europe and Produced in France".	Need to Display Close Circuit Proximity
	Animals and Wildlife Well-Being	"The treatment of animals". "Preservation".	Need to Display Wildlife Respect
	More Explanations on Processes Instead of Labels	"Not necessarily keywords but explanations of what they were able to save and the impact".	Need to Display Clear & Transparent Processes
	Eco-Friendly Apparel: BARRIERS	Universally Recognized Label Non-Existent	"I personally do not know one label to certify a cloth as sustainable and eco-friendly". "I do not know label particularly for eco-friendly clothes". "If I compared to AB, it wouldn't be that recognizable no". "I don't think I know any". "It does not trigger a real recognition because I have not found good eco-friendly apparel yet".
Lack of Recognition and Awareness		"I have no peculiar appellation or label names coming to my mind". "I do not have them in mind".	

		<p>"Green labels for clothes are not so well-known to the large public".</p> <p>"Green apparel being something that appeared only recently".</p> <p>"Not instantaneous, you have to go and look in general".</p> <p>"For apparel labels, I can't say one".</p>	
	Lack of Information	"Regarding textiles, it is difficult to tell the difference without additional information".	
	Labels Multitudes and Maze	<p>"They're all different".</p> <p>"It's like each brand and each cloth put the label they want to on a cloth".</p>	
	Hidden Labels and Not Enough Visuality	"Labels are often hidden".	Lack of Strong Eyes Visuality
	Lack of Trust	<p>"It does not seem that much regulated for me".</p> <p>"It is not clear at all what are the green aspects and how we can really trust it".</p>	Companies Untrustworthy
	Company Made Labels	"Some labels are created by the companies themselves and distort the judgment that can be made about the products".	

	Food/Apparel	OPEN CODES	QUOTES FROM INTERVIEW	AXIAL CODES
SUB-CASE 5	Organic Food: MOTIVATORS	Easiness	<p>"Super easy!".</p> <p>"It is very easy to find organic food".</p> <p>"Very easy".</p> <p>"Very easy, it's in every small and middle or big supermarkets".</p> <p>"It's now really easy to find with all these shops and corner in the supermarket".</p> <p>"Easy".</p>	Opportunities Multitudes & Easy Accessibility
		Stores Locations Multitudes	<p>"In France we have hundreds of Biocoop in city centers but also in the country".</p> <p>"Pretty good now, even in supermarkets".</p> <p>"In the street, there are a lot of organic shops".</p> <p>"There are stores with organic food".</p> <p>"It's present everywhere".</p> <p>"Biocoop near home easy to access and full of organic products".</p> <p>"Very simple, we see everywhere".</p> <p>"Close to some stores offering fresh produce, not far from the countryside to buy from producers".</p>	
		Specialized Organic Stores	<p>"Specialized stores".</p> <p>"Lots of supermarkets only selling organic stuff".</p> <p>"Dedicated stores".</p>	
		Store Specialized Area	<p>"Every supermarket has quite a huge section only reserved for organic food".</p> <p>"The BIO corner".</p> <p>"You always find an organic reserved area".</p> <p>"It is easier to find it in supermarkets because they all have a special and dedicated space".</p> <p>"Today organic food is so promoted that in every grocery store, store...there is an aisle with only ecological products".</p> <p>"Dedicated shelves in supermarkets".</p> <p>"Very accessible, there are lots of space for organic food in supermarkets".</p>	

		"Dedicated shelves in supermarkets".	
	Big Companies Engagement	"Supermarkets company like E.Leclerc developed their own organic food brand".	Widespread Commitment
	Instantaneous Visual Recognition	"Once you get in since there are huge green banners around or green banners on top of the shelves". "Eye catchy branding".	Efficient Visual Merchandising
	Price Accessibility	"Really good accessible price. I mean, even for me as a student the price is reasonable with this Bio Village brand". "It's becoming more affordable with the time". "Affordable in supermarkets".	Offers & Prices Convenience & Flexibility
	Wide Product Portfolio Offer	"You have plenty of choices and options. The offer is diverse and quite different and unique". "Brands are adapting and expanding the offer a little more each year". "There are lots of offer basically everywhere". "Innovative and super tasty products". "Bringing together several brands with a multitude of different products". "You can find everything there".	
	Social Media Reactivity	"Instagram ads always inform me on the newest organic and veggie food brands".	
	Availability via Internet	"You can find them on the internet as well".	
		Farmer Work Valorization	"Some products I buy come from farmers or markets, which values their work while having good product".
Organic Food: BARRIERS	Expansiveness of Specialized Stores	"I find that it is very expensive in organic stores".	Price Perceived as Quite Inaccessible
	Expansiveness of Organic Food	"Organic food is more expensive".	
Eco-Friendly Apparel: MOTIVATORS	E-Commerce Platforms Easiness	"On web site and e-tailer such as Zalando you can filter you research for clothes tagged as eco-responsible item".	E-Commerce Capabilities
	E-Commerce Platforms Visuality	"Easier to identify when it comes to eco-friendly apparel".	
	E-Commerce Greater Portfolio	"If you really want you can find it on internet".	

	Better Retail Visuality	"Like creating a specific eco-friendly area for cloths". "Better recognition".	Improvement on Current Retail Conditions & Abilities
	Better Stores Location	"The location of the stores". "Be able to find it more easily when going out shopping".	
	Similar and Fairness in Pricing	"If eco-friendly apparel offers could have the same or at least a close pricing".	Adjustment in Pricing
	Better Price Alignment	"Need of better price".	
	Social media Ultra-Connectivity	"It's also the most used today, especially by young people. It's accessible anywhere thanks to our phones, and our generation is always connected".	Social Medias Indisputable Influences & Dominative Power
	Social Media Strength	"For eco-friendly apparel, it already pushed me once". "The more we see on the networks about green products the more we're going to want to have the same ones".	
	Brands Ambassadors on Socials	"Maybe if there were more ambassadors".	
	Social Media Power and Influence	"Social networks that launch trends". "Influencer and celebrity partnerships that promote responsible brands". "I acknowledge having already purchased products (organic or not) that I have discovered via social networks". "People tend to be influenced by what they see on networks".	
	Social Media Open Room	"Socials really give places for brand to tell their story and potential actions in terms of sustainability". "I think the development of this thinking on social media and stuff is a good point and it might make change our habits on apparel". "It conveys a lot of information that can be interesting".	
	Social Media Targeted Ads	"Like in my suggestions and customized advertisements, they could propose me sustainable products".	

		"Seeing more targeted advertisements".	
	Social Media Visuality	"For eco-friendly clothes it's different cause online we see a lot of small business".	
	Social Media Storytelling	"If the companies play the game by publishing on social networks their production method, it will make me want to buy such products from them". "To improve there should be more communication about these products". "Networks can make it possible to know more solutions or brands created". "Help me to discover new brands undertaking sustainable actions".	
	Brand Storytelling Influence	"I think I am influenced by the universe around the brand, what the brand represents and the lifestyle it inspires".	Better Brands Narrative
	Brands Influence via Communication	"They greatly influence my choice because I can choose my products according to their look, visual and scent". "I think there needs to be more information to make it more accessible".	
	Eye Catching Images	"Shock images that are more often censored on television, for example, also raise a lot of awareness".	Visual Intensity Emotion
	Big Companies Involvement	"Big brands should also get involved".	Need for a Wider & Stronger Spread Movement
	Larger Offer Development	"It is necessary to develop the offer". "More brands, meaning more diversity on the design".	
	Specialized Eco-Friendly Stores	"Multi-brand stores should be solely dedicated to the sale of eco-friendly clothes". "Concept organic stores for textiles bringing together several 100% eco-responsible brands". "A shop only selling that". "If they had real stores in the city".	
	Inclusion in Educational System	"Through education, that is to say relearning our way of life in order to have a lesser impact on the environment".	
			Need for Greater States Support

<p>Eco-Friendly Apparel: BARRIERS</p>	<p>No Specialized Area</p>	<p>"There is no reserved area in retail shops for eco-friendly apparel at all".</p> <p>"Retail shops are really behind, and eco-friendly offers are not well represented at all".</p> <p>"Not highlighted enough".</p> <p>"Well comparing with food, it is not that easy, because there is not a special corner for eco-friendly apparel in all stores".</p> <p>"No reserved space and no specialized space selling only eco-friendly apparel".</p> <p>"A better representation and identification in shop would help".</p>	<p>Limited Physical Accessibility</p>
	<p>Hardness and Difficulty to Find</p>	<p>"About the apparel is so much more difficult to find".</p> <p>"It's more difficult, it's only small shops usually located in city centers".</p> <p>"Harder given that much fewer brands offer them".</p> <p>"It's not so easy you have to have the will".</p>	
	<p>Limited Items Portfolio</p>	<p>"The cloth items are really not the best of a brand portfolio".</p> <p>"Much less accessible both in terms of offer".</p>	
	<p>Scarcity of Eco-Friendly Brands</p>	<p>"Hoopal. Patagonia. Pictures. I know some but not that much because they are still small business".</p> <p>"Few brands are totally dedicated to this cause, so it is difficult to find this kind of products everywhere".</p>	<p>Brands' Unreliability in Eco-Friendly Actions</p>
<p>Non-existing Strong Sustainable Brands</p>	<p>"It's hard to name some because no brands have yet taken strong environmental position in my knowledge".</p> <p>"In my opinion it is difficult for me to give you names".</p> <p>"Patagonia. It's difficult because you have to be able to define which brands really think about ecology and not money".</p> <p>"The primary goal of brands is to sell and generate profits whose eco-friendly aspects is not necessarily their priority or just a marketing argument".</p>		

		<p>"It's not easy and accessible, because first you have to know the brands that offer eco-friendly products and there aren't many of them yet".</p> <p>"Picture Organic Clothing, Patagonia, Bask. I know only a few...".</p> <p>"It's difficult because there are few of them".</p> <p>"Really hard, not a lot of effort from the brands, most of them are unknown".</p>	
	Unrecognized Sustainable Actors	<p>"Only Ekyog comes from my mind".</p> <p>"There is not yet a well-known eco-friendly brand, such as traditional clothing brand".</p> <p>"Hushoot, it's hard to talk about brands with green clothing because they are rare or don't communicate enough about it".</p> <p>"Patagonia, Decathlon. Difficult".</p> <p>"Because of greenwashing".</p> <p>"Patagonia, Roark, Lighting Bolt and Veja are good ones, but that would be the only ones I could tell you".</p> <p>"VEJA, Patagonia are really the only ones I know".</p> <p>"The only eco-friendly brand I know is Veja, I don't have any other brand in mind".</p>	
	Lack of Brands Communication	<p>"Brands communicate very little information".</p> <p>"Not aware of which ones offer such products, a real lack of communication and visibility on the part of the set of brands".</p> <p>"It doesn't exist so many brands with this goal and special storytelling".</p>	
	Expansiveness	<p>"Green cloths are way more expensive".</p> <p>"The price mostly".</p> <p>"Much less accessible both in terms of... and price".</p>	Price Inaccessibility
	People Hypocrisy to Actions	<p>"There is just a little part of the people who talk about it who really act after for me this is the big problem".</p>	People Selfishness

	Apparel	OPEN CODES	QUOTES FROM INTERVIEW	AXIAL CODES
SUB-CASE 6	Eco-Friendly Apparel: MOTIVATORS	Self-Identification and Style Expression	<p>"Cloths are a way to identify myself and represent myself".</p> <p>"Thing that motivates me in my expression of style".</p> <p>"I would say more a style because I want clothes to show my sporty and cool side".</p> <p>"What the garment can represent".</p> <p>"I buy a lot of sport clothes and surfwear".</p> <p>"I care a lot about uniqueness! That's really a way to represent myself and the style I want to share".</p> <p>"I'm more looking for a unique piece representing what I am".</p>	Importance of Consumer Self & Unique Expression
		Originality	"I like the originality of certain people or styles".	
		Uniqueness	<p>"I'd say the uniqueness of an item matters the most to me".</p> <p>"Having a unique style is important to not look like everyone else".</p> <p>"If it fits my style has what I'm looking for".</p> <p>"I have to like the uniqueness of the clothes".</p> <p>"To wear some kind of unique stuff is important".</p>	
		Shopper Self-Centrism	"I don't necessarily listen to or is impacted by fashion and new trends".	
		Customization Look Expression	<p>"Customization is really great to express and introduce my favorite colors!".</p> <p>"You can really pick the ones you prefer and have totally different things from others".</p> <p>"Customizations greatly influence my choice because I can choose my products according to their look".</p>	Customization Opportunities
		Customization Uniqueness Side	<p>"I like the idea that you can have unique items".</p> <p>"It's pretty cool and can allow you to get special pieces".</p>	

		"The more I can customize my style the more I will want to consume the products to keep my own style".	
	Customization Habit	"I highly appreciate, I have already customized purchases".	
	Oneness and Cannot be Copied	"I hate when I see someone having the same piece of cloth as me".	
	Practicality	"I'd say around twice a month for shopping!" "I would say that I do the shops 3-4 times a year". "One or two times a month". "Once maximum". "Once every 2 or 3 months". "Two times maximum". "I'm trying to buy clothes only if I need it". "I understand nothing about fashion". "Every two months or once a month". "I appreciate the simplicity of some clothes".	Consumers' Common & Simplicity Sense
	Neutrality Wish	" I prefer to remain neutral in the way of dressing, to be a little like everyone else in the end". "I like simple things". "I dress casual I don't like to be really fancy". "I like rather casual clothes". "I'm not a person who likes to show off". "I like to keep a low profile". "I like to dress normally".	
	Design and Beauty Quest	"I first look at the design of the product". "A good fit and classic beautiful design".	Qualitative Offers
	Favorite and Heart Stopper	"Something for which I really have a 'Coup de Coeur' for its style, cut, color and coolness". "If it is something that I really want and something I really fell in love with, I will go for it if I can afford".	

		Quality Quest	"I dislike bad quality and cheap effect of fast fashion brands". "I think I'm looking for quality".	
Eco-Friendly Apparel: BARRIERS		Big Fast Fashion Companies Dominance	"I will continue to dress at Zara, but more moderately".	Long Lasting Fast Fashion Effects
		Anchored Unsustainable Practices	"I consume a lot". "I am now attracted by new concepts that I see everywhere in my entourage".	

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