THE TRENDS AGAINST MASS-CONSUMPTION -

what drives people to shop excessively nowadays and what leads people to change their
shopping behaviour

DIPLOMA THESIS

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ABSTRACT

This diploma thesis treats the problematic of mass-consumption in the modern society by attempting to answer the research question: „what drives people to shop excessively nowadays and what leads people to change their shopping behaviour?” Nowadays, people show a tendency to buy products in an excessive manner. This excessive behaviour actively contributes to the derivatives of the current consumerist society.

A major part of this work attempts to identify the drivers pushing people to go shopping, through a careful literature review. These drivers are subdivided in three categories, namely the motives, the shopping high-seasons and certain specific shopping behaviours, the final objective being to clearly state the main reasons leading to mass-consumption.

The second purpose of the present thesis is to find out what could be done against this massive consumerism. There exist many different trends against mass-consumption in the current market, but not everybody is following them yet or do have knowledge about them. This is where the core research work of this thesis takes place. Qualitative interviews were carried on six consumers and four professionals working in the fashion industry. The aim is to expose why people do or do not follow the trends against mass-consumption.

Moreover, this survey shows what would drive people towards buying sustainable products and make them considering changing their shopping behaviour.

The findings of this thesis are both inductive and deductive, since a part of it is used to corroborate the information gathered with the literature review, while the other part consists of new outcomes. Some of the revealed results are expected, and some of them are surprising. Since no actual documentation exists concerning the reasons for people to change their shopping behaviour, the interviews helped exposing the latter ones and complete the research work. It turns out that the market of sustainable fashion is constantly growing and more people are willing to follow trends against the current mass-consumption, but on the other hand the mass-consumption will continue to exist.

The purpose of this thesis is to show why people actually shop and expose
some actions that can be undertaken in order to decrease the mass-consumption and the massive daily waste.

**Key words** – mass-consumption, shopping, sustainability, shopping addiction, compulsive buying, impulsive buying, trends, shopping-motives, consumer behaviour.


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List of synonyms

In literature there are many synonyms for the term “mass-consumption”. In this thesis only the term “mass-consumption” is used, but the following table shows all the existing synonyms.

<table>
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<th>Synonym</th>
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<td>Excessive consumption</td>
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<td>Over-consumption</td>
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In times of climate change, global warming and the pollution of our planet it is essential to keep in mind the important things in our lives. There are more important things than following the latest trend or possessing the newest fashion item. Individuals nowadays often think too less about exactly that theme. Most of them are not aware of the negative impacts of consuming fashion items everyday, they just think about their own advantage and leave all the surroundings behind.

I personally selected this topic for my diploma thesis because I strongly believe that there must be a change. We live in a mass-consumption driven society and a throw away culture. Materialism plays a big role in everybody’s lives. The term sustainability gained more and more attention during the last years and ever more people start to rethink their shopping behaviour, and that is exactly the goal of this thesis. I want to show people the reasons why they shop, it is barely never a motive of urge or need, and at the same time I want to present them opportunities of how they can reduce their purchases and change their shopping behaviour in order do protect the society and planet more.

During my whole time in university I experienced many positive things but faced also some down phases. I want to thank my family, friends, colleagues and professors who accompanied me through all my university time and helped me in any belongings.

At this point a special thanks goes out to my parents, Gerhard and Michaela, my brother Tobi and grandparents Christa and Willi, who always strengthen my back, teaching me life and supporting me in anything I do.

Furthermore, greatest recognition to my supervisor Ass. Prof. Mag. Dr. Günther Botschen, who made this diploma thesis possible and always helped me with good advices and creative ideas, being available at anytime.
1 Introduction

As part of the international economic science studies, every student has to do a diploma thesis. Each student can write the thesis in a subject of his choice. In my case it was the subject of marketing, specialising on the topic “current trends against mass-consumption”.

1.1 Problem Description

“Advertising has us chasing cars and clothes, working jobs we hate so we can buy stuff we don't need.” This quote of Chuck Palahniuk states the problem of todays` society regarding it’s shopping behaviour pretty well. We live in a consumption-driven society in which extreme shopping tendencies play an everyday role all over the world today.

This diploma thesis deals with shopping enthusiasts and avid shoppers, who are running with the mass-consumption trend occurred in the last decades on the one hand, and the current trends against this excessive shopping behaviour on the other.

An extreme change regarding consumption has been observed worldwide during the past decades. There is a huge increase of shopping malls/centres and people are looking for new items non-stop. Nowadays shopping opportunities can be found everywhere and as reported by Underhill (1999:31), ‘you almost have to make an effort to avoid shopping today’. Indeed, going shopping today is mainly a question between wants and needs, because relatively only a few sold goods are bought to satisfy the basic needs or because of their functional value (Edwards, 2000).

Furthermore, there are some special branches which are strikingly affected from the mass-consumption. Studies show, that women tend the most to buy way too many clothes, jewellery and cosmetics, while men are more likely to buy electronics, sports equipment and technology (Scherhorn G. , 1990).
However, the consequences of this mass-consumption are dramatic. Waste, pollution, environmental problems and eradication of resources are some of the results of mass-consumption (Taylor & Tilford, 2000). As a reaction to these strikingly negative effects, the desire of change becomes bigger and bigger. People are beginning to realize that something has to change in order to protect the environment as well as the society and to avoid further damage. The awareness of the impact of the fashion industry on our planet and health and the pursuit of modification of unsustainability in fashion processes is constantly increasing (Clark, 2008; Fletcher, 2008).

1.2 Research Objective

Considering the problem statement above, there are two main goals of this diploma thesis. The focus will be on the one hand specially on the drivers of this massive consumption behaviour nowadays. The drivers consist firstly of explaining the different excessive shopping types that exist today (compulsive, addictive, impulsive) and will show a better understanding of those types by explaining them in detail. Secondly, also part of the drivers are of course the reasons and motivations for people to go shop. We will examine why people are led to shop excessively and the final part of the drivers are the shopping high-seasons. At a certain point of the year and for certain occasions consumers tend more to buy than at others. Here we will discuss which periods these are and why.

Besides the drivers just mentioned, the focus will be also on the trends against this mass-consumption from the last decades and what leads people to change their consumer behaviour as well as to reduce their consumption and why.

Therefore, first the existing literature, about what current trends against mass-consumption can be found in the market, will be considered. Afterwards, in the research part of this thesis, qualitative interviews are applied with the goal to find out which people today are led to resist the consumption more and why. On the one hand this thesis will show the literature about the current trends against mass-consumption, and subsequently the goal will be to find out if
people agree with that, or if there are any new findings in today's society regarding motives to avoid or reduce consumption.

Consequently, this diploma thesis is written to find possibilities to improve the current mass-consumption situation. And also, people should become aware of why they actually shop. It turns out that a lot of shopping trips are not made because of needs or urges and could be avoided or reduced easily. Additionally, they should get motivated to think about alternatives to today's mass-consumption and it should be discovered what must happen in order to rethink their shopping behaviour and buy in a more sustainable manner. In essence, people should be encouraged to think more about their shopping behaviour and consider changing their shopping habits to a more environmental and society-friendly way.

1.3 Structure of the thesis

After this introduction chapter, where a brief overview and the goal of this diploma thesis is given, the literature review will take place and the necessary background information will be provided in CHAPTER TWO. The literature review topic consists of three main topics, mainly the general information about shopping, the shopping drivers, and the trends against the mass-consumption. Regarding general information, the term shopping will be explained as well as the historical development of it. Further, the topic of shopping driver involves firstly the description of the different types of excessive shopping behaviour. In the past decades, different types of behaviours have appeared, such as addictive, compulsive and impulsive and these types will be examined to get a better understanding of when people belong to one of these types. Secondly, the reasons why people shop excessively are listed. A lot of different reasons turned out to be responsible for why people go shop and these reasons are listed in chapter two as well. And lastly, the presentation of the shopping high seasons, explaining the periods or special occasions where people tend to buy more than in others. To sum up,
Introduction

Chapter two consists of the different types of excessive-shopping behaviour, the reasons why people shop and the shopping high seasons.

Subsequently, the second essential part of this diploma thesis takes place. This chapter involves an empirical analysis with ten in-depth, semi-structured interviews with the goal to answer one part of the research question “what leads people to change their shopping behaviour”. Chapter Three integrates the explanations of all steps needed to create a meaningful qualitative research. An understanding definition of the research design is essential in this chapter.

Followed by that, Chapter Four consists of the presentation of all findings discovered in the data analysis. A detailed interpretation of all the trends that have been found as well as the motives for people to change their shopping behaviour is central in this chapter.

To end up, Chapter Five is the last chapter. In the conclusion, a short overview of the results of this thesis and tips how these results can be applied in practice, limitations of this study and potential research opportunities are demonstrated.
1 Literature Review

The following chapter is a presentation and summary of the already existing literature of the topic of this thesis. The aim of this literature review is gathering general knowledge about the topic mass-consumption as well as inducing correlations and understandings.

2.1 General information of shopping

There are many different definitions of shopping in literature. One possible definition for example is that shopping is “the process of browsing and/or purchasing of items in exchange for money” (www.businessdirectory.com). Accordingly, shopping is a whole process including different steps, starting with the search for product information, continuing with processing and comparing this collected information with others to evaluate the best alternatives, ending with the actual purchase of an item. One shopping act may include only one or some of those steps, may includes all of them. Shopping is nowadays understood as well as a functional/utilitarian activity as a hedonic/leisure activity (Hirschmann & Holbrook, Hedonic consumption: Emerging concepts, methods and propositions, 1982), which will be analysed more detailed later.

However, shopping has become an indispensable part of life and an activity undertaken every day by millions of people worldwide (Hine, 2002).

2.1.2 Development and change of shopping

Back in the past, namely before the industrialization, about two-thirds of all clothes were made at home by oneself. Following a different style was not important at all and people wore the self-made clothing items for many years, they were even passed on between generations. Objects without any useful function, like accessories and decorative items did exist, but were not available for most people (Scott, 2005).

In medieval times, consumption was connected to basic needs and everyday survival. The change of the fashion consumption came during the 18th century, when class distinction appeared and governed consumption. From now on people were able to dress however
they wanted. The first mass-production factories opened in the 1810s and lead to the general availability of clothes and accessories for everybody (Scott, 2005). The number of the factories was rising constantly and mass-produced garments experienced a boom in a wide range of the population (Wilson, 2003). During the 18th century the industrialization came up for the first time and the domestic consumer market started to grow. Consequence of this growth was that a broader product range was introduced in the domestic market (Friedmann, 1994). Thus people were able to choose between a bigger variety of household goods, clothing or jewellery (Coles, 1999). In short, the consumerism started growing. Historians say that this time was the beginning of the commercialization of leisure, which means that people suddenly showed interest in fashion, increased their expenses for food, spent more on housing, and books, music, entertainment and holidays experienced a boom (McKendrick, Brewer, & Plumb, 1982). During the 19th century the industrialization continued growing and influenced especially the social economics of Western Europe and North America (Bocock, 1993). From now on the motto is: “Shopping is no longer just the mundane act of going out and buying a product… retailing has been imbued with a whole new ethos, a new significance, a new cultural meaning – and commodities themselves seem to have taken on a new central role in people’s lives” (Gardner & Sheppard, 1989, p.43). Shopping changed from decision making into pleasure, from utility into involvement and desire, from individual resource into social environment (Lunt & Livingstone, 1992). At first, shopping as a leisure activity was only carried out by middle and upper classes (Friedmann, 1994), while in the middle of the 20th century mass-consumption was implemented by all groups of societies, except the very poorest, all over Europe and North America (Bocock, 1993). On the one side consumers purchase what they want, and no longer what they need and on the other side producers make what is demanded (Friedmann, 1994).

The second half of the 20th century was a significant time period for the fashion industry. The consumption of clothing items increased strikingly due to the fall in costs and the bigger variety of clothes available, higher income rates on consumer side and less social restrictions (Scott, 2005). Once luxury and expensive items which were meant to keep as long as possible and designed to last, turned into disposable goods where the quality does not really play an important role (Cline, 2012).
2.1.3 Shopping venues and environment

According to some researches consumption is not only about products, but also about consuming places (Sack, 1988). The shopping environment plays a really important role for visitor in order to feel comfortable and enjoy their shopping trip.

Since a lot of different premises which promote consumption exist, the different establishments of shopping and their importance will be discussed in the following topic.

2.1.3.1 The supermarket

The use of the post-industrial revolution in combination with the heavy decline of the small traders have led to a dramatic growth of the supermarket during the last 20 years (Gardner & Sheppard, 1989). Supermarkets were seen as a place where people go to satisfy basic needs and buy necessities for their everyday lives. Furthermore, the visitors of supermarkets were mainly female. This is because grocery shopping is seen as a part of housework and in most cases women are the ones who are more responsible in the household. But in the last years, supermarkets also added luxury and non-durable products to their product range which has led to a big selection of products in a lot of different categories. So nowadays the supermarket with its diversity of products attracts a broad range of people with different orientations. Additionally, especially regarding food, the supermarket provides for customers from all localities. Traditional British products like jelly or peanut butter for example are available in almost any supermarket, and also exotic products are available really easily (Lunt & Livingstone, 1992). In other words, it can be said that supermarkets give people the opportunity to acquire products from all over the world really easily at one single place. Unlike previous shops which were specialised in one single segment of the market. Because of that, even the routine-purchase of groceries has become an enjoyable activity for the community. (Mennell, 1985)
2.1.3.2 The shopping mall and shopping centres

The 1980 are considered as the birth century of the shopping mall and shopping centres. From there on shopping malls play an important role in the leisure pursuit especially for women, teenagers and families (Bloch, Ridgway, & Sherell, 1989). Nowadays malls fulfil way more purposes than just necessary purchases and satisfying the need of everyday lives. Bloch et al. (1994) note the top ten mall activities of today as the following:

1. Shopping in a mall or store to buy something
2. Browsing in malls without buying anything
3. Making unplanned purchases
4. Buying a snack
5. Socializing with friends and family
6. Looking at mall exhibits or shows
7. Eating lunch or dinner
8. Walking for exercise
9. Talking with other shoppers met in the mall
10. Getting a haircut

As we can see, the motivations to visit a mall or a shopping centre are wide spread, not always related to the goal of buying a specific item. These malls are an essential place where people spend a lot of their free times today and are seen as a new kind of lifestyle, uniting laborious activities, as the weekly grocery purchase for example, with recreational activity, as browsing around (Holbrook & Jackson, 1996).

Shopping malls want to be attractive to consumers and want them to feel comfortable while walking around and shopping. They want to be a place they can return to over and
over in their time off, spending hours of fun with their family or friends. For this reason, shopping malls put a lot of effort into their appearance and indoor design. Besides that, they offer other things than only several shops in one building. It is important that the visitors are entertained otherwise, to enlarge their recreational content in several ways:

- Special events like concerts or fashion shows are scheduled on a regular basis. These events and also the expansion of food services serve as social functions, to bring people together and to entertain them.

- The goal of the shopping malls of today is to combine the traditional shopping experience with recreational attractions and activities. Examples for such attractions are food courts, movies, theatres, and lately also supporting services such as day-care centres and banks, which will help allowing parents to browse and shop (Bloch, Ridgway, & Nelson, Leisure and the Shopping Mall, 1991).

2.1.3.3 Store layout and design

In terms of appearance it is to comment that the design in shopping centres and stores is a really important indicator for consumers to feel comfortable, to actually make purchases and to return to the shops. An appealing atmosphere, including decoration, cleanliness, and an attractive merchandise layout lead to a desirable and a positively perceived experience on consumer side, so they are more likely to buy. On the other hand, shopping is associated negatively and as a non-entertaining shopping experience when stores are disorganized and chaotic or have a bad design with bad décor. Sensory stimulation through store design and several intangible characteristics like sounds or smells play a decisive role of the perception of shopping venues. The intangible characteristics create a special mood in the consumers subconscious of the store, without them really noticing, and are crucial for the well-being of shoppers (Bloch, et al., 1991; Hirschman, 1986). Thus, for a retailer it is necessary to pay attention to the whole design and atmosphere of their store, since consumers prefer to buy only in environments in which they feel comfortable.
2.2 Mass-consumption drivers

The following chapter will explain the drivers of the massive shopping behaviour, which especially appeared during the last decades. Firstly, the different excessive shopping behaviours will be observed and discussed, secondly the motives for going shopping will be observed and finally the shopping high seasons will be shown. Before these drivers are explained in detail, the following framework gives an overview of what people drives to go shopping.

![Diagram showing the triggers to go shopping]

So according to Figure 1, three main categories exist which describe why people go shopping.
Firstly, there are some general reasons for going shopping which can be true for everyone. These are shown on the left side of the framework. Therefore, individuals go shopping because they have a special need for something, are bored, are looking for social connection or status symbols, just want to hunt for bargains, want to learn about new trends, just want to window shop, are influenced by advertisements and mass media or are tempted to shop because there is access to shop almost everywhere.

Furthermore, it is almost a must to shop at some special occasions or during some specific time periods. Here people are tempted to shop more than at any other times, which falls under the name “shopping high-seasons”.

And lastly another reason is because people can suffer under certain urges to go shop. On the one hand, impulses can appear during a shopping trip that force people to buy even if they did not plan to buy anything. And on the other hand more and more people in today’s society show some characteristics of shopping addiction or shop in a compulsive way.

In the following, the just mentioned triggers for going shopping are explained more extensively.

2.2.1 Types of excessive shopping behaviour

Especially during last decades more and more articles and researches about different types of shopping behaviours have shown up. Particularly striking is the fact, that many psychologists and the whole population pay more attention to “shopping addiction”. According to plenty of scientific articles people in today’s world can be addicted to shopping. For example 5.8% of the US population suffer under a “compulsive buying disorder” (Hirschmann, The consciousness of addiction: Toward a general theory of compulsive consumption, 1992). According to a study from the “Arbeiterkammer Österreich”, around 24% of the population in 2016 showed shopaholic tendencies, whereby eleven percent suffered from pure shopping addiction. Meanwhile every fifth man has problems with their shopping behaviour, the proportion among women is a lot higher, as every third woman has problems with their shopping behaviour. Strikingly is
also that especially young people are affected of excessive shopping behaviour as 17% of young Austrians between the age of 14 and 29 suffer of shopping addiction. In the past, also some famous, known females such as Mary Todd Lincoln, Jacqueline Kennedy Onassis and Princess Diana have shown excessive shopping behaviours (Black, 2007).

Individuals who suffer from excessive buying behaviour belong to societies that are characterized by mass-consumption, materialism, and an obsession with “to have is to be” (Fromm, 1976). Thus, it is understandable that excessive buying tendencies have occurred more frequently in about the last 25 year, as this is also the time in which materialism and mass-consumption have had a boom and increased constantly (Neuner, Raab, & Reisch, 2004).

In connection with this topic, expressions like “addictive”, “compulsive”, or “impulsive” appear regularly and are used to describe this excessive behaviour, but theoretically there is a difference between these definitions and we have to distinguish between them. Basically it can be said that “impulsive”, “compulsive” and “addictive” buying are different forms of unregulated consumer behaviour (Rose & Eastin, 2002). The people who show one or more of these shopping behaviours are known, of course, to shop in a really excessive way and therefore these behaviours are a drivers for going shopping. To get a better insight and better understanding of this topic, the different shopping behaviours are explained below.

2.2.1.1 Addictive behaviour

Being addicted to something can be used to describe a really strong, pronounced behaviour in relation to a specific activity or act. The expression “addiction” is often used by clinicians to point out a state that affects especially the brain in a psychological way. The main features of it are loss of control and negative consequences, either psychologically, physically or socially, for the individuals. The individuals spend a lot of time with thinking about performing the behaviour or not. So basically addiction is more about making decisions about either loosing control and the freedom of deciding or not. Being addicted is thus identified as an intense occupation, going further than the need of immediately getting rid of a feeling of anxiety, which makes it differ from
compulsive behaviour, explained below. Another main feature of addiction are negative consequences. It might have long-term effects for the ones affected, including financial issues, social relationships, the inability to work efficiently or loosing control of their lives (Sussmann, Lisha, & Griffiths, 2010). Furthermore, it is to comment that such an addictive behaviour becomes a habit for the affected people. Loosing control of themselves and experiencing negative feelings and consequences afterwards, is regular occurrence for them which is repeated all the time (Natarajan & Goff, 1991).

On the one hand, affected people can not resist a desire or an attempt, even though they are aware of the negative outcomes that the certain activity or act brings with it. This disorder is associated with the feature of loosing control explained above. And on the other hand there is a time before the act in which they feel unrelaxed and stressed, a period of relief and relaxation during the activity/act and lastly a feeling of regret after the consumption (Benson, 2000).

Because of it’s ability to change the way how people feel in a really strong and fast way, going shopping can become an addiction for consumers really easily. The hedonic characteristic of shopping is the reason why it can turn into an addictive activity just like drinking, drugs or gambling (Baker, 2000).

2.2.1.2 Compulsive behaviour

Another consumer behaviour type which reflects the excessive manner of an act is compulsive behaviour. Since in terms of shopping and buying it is a quite new type of consumer behaviour, there is no big, general explanation of what exactly it is and what features it has, but rather several researchers explain it in different ways with little deviations from each other.

Before the focus will be on especially compulsive buying behaviour in relation to shopping, it must be clarified what compulsive behaviour is in general.

To get into this topic in the right way it is to emphasize that a compulsion is part of the addictive process. In literature it is stated that compulsions are repetitive and purposeful behaviours in an extreme way. The purpose of it is to act as a relief for a certain types of anxiety, nervousness or strain, but finally ends as an inappropriate or disruptive outcome (O’Guinn & Faber, 1989).
At the beginning of its discovery, compulsive behaviour was especially related to alcoholism and drug addiction. But recently, researches begun to name and observe new forms of compulsive behaviours including eating, gambling, sex and buying (our case). For compulsive consumers these activities are ordinary, which are done on a regular base and have a considerable importance in their lives (Ullmann & Krasner, 1975).

Furthermore, compulsive behaviour is often a sign of stress or pressure and people simply try to escape demands or overcome unpleasant emotions or situations with that behaviour. In most cases, compulsive consumers do not believe in themselves, they have low self-esteem and have a low sense of self worth (Faber, O’Guinn, & Krych, 1987). The following statement of Faber and O’Guinn (1987) resumes the explanation of compulsive consumption pretty well: “it is an inappropriate type of consuming behaviour, excessive in itself, and obviously disturbing for the existence of individuals who seem to be prone to impulsive consumption”.

However, a compulsion is always associated with an activity or an act against the consumers will. Additionally, it is to know that not only the actual purchase, act of shopping, or buying describes compulsive behaviours (Scherhorn G., 1990). It is more the whole activity, beginning with the anticipation and preparation before going shopping, continuing with considering what product to select, choosing it and paying for the good, ending with the post-shopping activities such as in many cases hiding and regret (Mick & Buhl, 1992).

Since the whole thesis is about mass-consumption in relation to shopping and buying, the following paragraphs will be about compulsive behaviour, specializing in the recent phenomenon of compulsive shopping.
Figure 2: Features of compulsive buying behaviour, inspired by Faber et al (1987)

The illustration above (Figure 2) shows the features of compulsive buying behaviour. Regarding to Faber and O’Guinn (1987), compulsive buyers are people who shop and consume in an excessive extent, have no control over their behaviour and often buy to escape from their problems or unpleasant situations. Typical for this group of people is that their purchases are regularly inappropriate and unnecessary, and their buying behaviour is clearly disruptive to their lives. It is assumed that a behaviour is compulsive when it is triggered from a force, or an urgent need to buy and is disturbing to the individual. Additionally, one of the features mentioned in the illustration is that compulsive buyers are dependent in a physical and/or psychological way on the activity and they go shopping regularly, so it is a repeated behaviour.

The person who buys the same T-Shirt in different colours because they simply “have to” or “felt good in it”, having in mind they actually can not afford it but still buy it, is a classic example for this type of consumers. It can be said that compulsive buyers pay for things, even though the purchase of a certain item has consequences on the persons daily life.
Based on the feature that excessively buying is often a reaction to stress or an attempt to escape unpleasant situations, Faber and O’Guinn made a study with people who specified themselves as compulsive consumers. In this study the respondents had the task to complete the sentence “I am most likely to buy myself something when...”. It turned out that 43,5% finished this sentence with negative emotions like “I am depressed” or “feel bad about myself.”

To deliver more proof that compulsive buying has something to do with negative feelings, they changed this sentence a little bit and formed it into the following: “When I do not feel good about myself, I am likely to...”. And again here the most answers were related to spending money and shop (30,4%). Hence, it is seen that for at least some compulsive shoppers buying is a way to deal with unhappiness or dissatisfaction. It is also discovered, that many compulsive consumers do not really get any enjoyment from the things they buy, but rather from the act of buying itself. Actually, some compulsive buyers have stated that going shopping triggers a feeling of positive emotions in them immediately after buying something. But further they reported that these feelings do not hold on for a long time, they are replaced really quickly by more negative feelings (O'Guinn & Faber, 1989).

In another study, also carried out by Faber and O’Guinn (1987), some people emphasized that they actually were afraid that someone could find out about their purchases and therefore hid bought items somewhere. Others stated that they buy so many things that they do not even use them all. 43.3% of the respondents agreed with the fact that their closet is full of unopened objects.

2.2.1.3 Addiction versus Compulsion

Distinguishing between addiction and compulsion is really difficult. Agreeably with the Collins-Coburn English dictionary, addiction is described as “being in touch with harmful things (e.g. drugs) or activities (e.g. shopping) and being unable to stop taking or doing them”. The definition of compulsion is really similar and is described as “a desire that you find difficult to control”. Another difference is that the meaning of compulsions is that an individual feels pushed and forced to do and repeat something even against their own will, while addiction means to do something out of one’s own need or want (Scherhorn G. , 1990).
However, according to Faber, O’Guinn and Krych (1987) “The behaviours of the compulsive consumer seem fairly similar to the common manifestations of addictive behaviour (p.132)”. They mentioned several characteristics that are shown as well in compulsive as in addictive behaviours, which are the following:

- A drive, impulse, or urge to act.
- The denial of the negative, disturbing consequences of the act.
- Repeated failure in attempts to change or control the behaviour.
- Both are a reaction to stress, their goal is to reduce stress (Hoch & Loewenstein, 1991)

So comparing addictive behaviour with compulsive behaviour from consumer perspective, it can be seen that there is almost no difference. Above it was cleared up that theoretically there are little differences between these two behaviours, but practically it is really difficult to use the terms in different meanings and that is why people nowadays often use both in same ways. Even authors use the two terms in a same way. Winston (1980) for example published “a theory of compulsive consumption”, while King (1981) outlined “a theory of addictive consumption”. But both authors used both terms, using the other one as a synonym.

Furthermore, it can be said that compulsive and addictive buying behaviours are both extreme forms of normal consumption. People have to make purchases, it is part of their lives and necessary, but some exaggerate it and become addicted and that is when it becomes distributive for consumer’s lives.

And finally, it is to emphasize that from now on in this thesis the expressions “addictive” and “compulsive” are used as synonyms.
2.2.1.5 Reasons of compulsive and addictive buying behaviour

After the theory and explanation of compulsive/addictive buying, it is time to point out the reasons for this behaviour. Why do people suffer of this excessive form of consumption and what are the motives for it? This questions will be discussed in the following, pointing out at this point the reasons only for people who have been diagnosed with being an addictive/compulsive shopper. The following factors influence compulsive buying behaviour:

- **Enjoyment**
  It has been determined that enjoyment is a general motive for shopping and that it is also crucial for people to continue shopping, which leads to compulsive behaviour at some point (Hart, Farrell, Stachow, Reed, & Cadogan, 2007). Positive feelings of excitement and pleasure are linked to compulsive buying.

- **Biological factors**
  Some researchers are convinced that genetic elements are responsible for compulsive disorders. Therefore, they have shown that people from families with some kind of compulsive disorder have a higher risk of also falling for this disorder. Accordingly, studies have shown that children of alcoholic parents are four times more likely to become an alcoholic as well. Of course it is the same case then with compulsive buying disorder, that people whose parents already had a shopping addiction, are more prone to also suffer from it (Goodwin, 1984).

- **Psychological factors**
  A lot of studies have pointed out that there are psychological factors which led to a compulsive buying behaviour. Among these psychological causes are low-self-esteem, depression, anxiety, desire for stimulation, high property to fantasize and a desire for recognition and approval (O'Guinn & Faber, 1989; Faber, et al., 1987).

Regarding to the cause of low self-esteem just mentioned above, it is to highlight that according to many authors a low self-esteem is one of the biggest reasons for shopping compulsion and addiction (Davenport, et al., 2012; Hirschmann, 1992; O'Guinn & Faber, 1989). Costumers try to escape the feeling of low self-
esteem with shopping, but often it is not the purchases item itself that helps people to relieve the feeling of low self-esteem or anxiety, but rather the actual buying process (Davenport, Houston, & Griffiths, 2012).

• Sociological factors  
Early family experiences, gender roles and general disintegration of modern life play an essential role in compulsive buying (Faber, O’Guinn, & Krych, 1987). Additionally, individuals can be put under pressure from the microsystem (e.g. family, friends, collegues) as well as from the macrosystem (e.g. advertisments, retailers, culture) (Scherhorn G. , 1990).

• Demographic factors  
Features like gender, ages, education or socioeconomic status can play a role (Koran, Faber, Aboujaoude, Large, & Serpe, 2006).

Experts underline that it is not one single factor that explains why a person becomes a victim of compulsive buying behaviour, rather it is the combination of all these factors (O’Guinn & Faber, 1989).

2.2.1.4 Impulsive behaviour

Another extreme shopping behaviour, besides addictive and compulsive, is the one made out of an impulsion. Saying it simple, impulsive purchases are spontaneous and unplanned. They occur when buying decisions are made after consumers entered the store, without having any intention to buy in advance. Stern (1962) describes nine factors that characterise, promote and lead to impulsive buying:

• Low prices are an essential reason for spontaneous purchasing decisions.

• The degree of need for an item also affects the consumption. Most of impulse purchases are not really necessary and therefore have a limited need.

• The mass distribution facilitates the access to the products in a way that consumers can get certain items in a lot of different retail stores.
• Self-service in stores allows people to buy with bigger freedom and a lot quicker than clerk-service operations.

• Advertising plays a huge role in case of impulsive buying. It creates knowledge and images of products in people’s minds, so when they see the product they recognize it and the interest is sparked.

• Prominent and striking shopping displays attract attention and consumers see products they might like to have.

• Short-lived products are more likely for frequent purchase than longer-lived objects.

• For shoppers it is less complicated to buy spontaneous goods that are easy to carry, therefore small size and light weight may be a factor too.

• Goods that are easy to store are also attractive, so consumers do not have to deal with the issue of where to keep the item once they get it home.

Additionally, to the characteristic of impulsive buying just mentioned above, researchers (Stern, 1962; Kollat & Willet, 1967) found out during the 1960s that there are four different types of impulsive buying. These include pure impulse-buying, reminder impulse purchases, suggestive impulsive-buying and planned impulse-buying.

• In the case of pure impulse-buying, consumers enter the door of the shop without having any desire to buy anything. The need occurs in the shop through in-store stimuli. This type of impulsive behaviour is the most obvious kind of unplanned buying.

• Reminder impulse-buying is triggered through products they see while going through the stores. The need for a product appears when they see a product and remember the stock at home is low or when they recall an advertisement about this product.
• It is about suggestive impulse-buying, when the shopper notices an item for the first time and can imagine a need for it.

• Planned impulse-buying occurs when people go shopping with some specific purchases in mind, but with the goal to also buy other items depending on discounts, sales and availability. In a lot of cases the consumer knows the type of product he or she wants to buy but not the brand.

And lastly, there are also some guidelines which help to differ impulsive from non-impulsive paying patterns:

• A spontaneous and sudden desire to act, in our case to buy, that distinguishes from previous behaviour.

• The consumer has no control over their behaviour temporarily because of psychological disequilibrium.

• Psychological conflict between resisting unnecessary urges and satisfying desires.

• Lowering the utility-maximisation criteria for product evaluation.

• Ignoring or repression of the negative consequences which a purchase entails.

Comparing addictive/compulsive with impulsive behaviour it can be said that impulsive is the one which provides less excitement and people have to be less afraid to be “sick” than the ones who show characteristics or features of addictive or compulsive shopping behaviour. Many people can agree with the fact that they have bought out of an impulse one time or another. This is not further a reason to be afraid that one could suffer under clinical proven illness like an addiction or compulsion. People do not have to worry about anything until this behaviour turns into a habit and an everyday-ritual of the individual.
2.2.2 Why do people shop in that excessive manner nowadays

Besides the excessive shopping behaviours explained in the previous chapter, which kind of force them to go shopping, individuals have many different reasons to shop. These will be examined in detail in the following chapter.

2.2.2.1 Utilitarian shopping

Notably in history, shopping was only seen as a laborious activity, which had to be done to survive. And of course also nowadays it still is an obligation to satisfy basic needs in everyday life. Shopping for groceries is a necessary activity, that has to be done on a regularly basis, to just feed and take care of oneself and the whole family. Utilitarian or laborious shopping (also known as functional shopping) is felt as an unavoidable need in most cases, a negative experience, where people have to make monotonous decisions and feel frustrated, where consumers are not doing it out of their own free will. In most cases, functional shoppers normally plan what they need and what they want to buy in advance (Littrell, 1996). Furthermore, the choice of store of these shoppers depends mostly on the product diversity and on the price (Bellenger & Korgaonkar, 1980).

In general, it can be said that three main themes exist where shopping is felt as a utilitarian activity and labour. Prus and Dawson (1991) elaborated a table which shows these different themes. Confirming to them, it is utilitarian or functional shopping if one of the keywords from figure 3 is given. The themes associated with utilitarian shopping are divided in three catchwords. The first is closure. Experiencing closure is connected with actions that people are doing because of pressing obligations, limited time and limited options. People are not doing these movements because of desired wishes and joy but instead mandatory necessary actions. Regarding closure, several forms have been observed, which result from time pressure, financial limitations, encouragement from others, unavailability of merchandise, embarrassing events and unlikeable purchases. In these cases, consumers feel forced to make purchases under circumstances they would rather avoid. Second is when people come into contact with undesired ambiguity. Undesired ambiguity is noticed as confusing, perplexing, or distressful.
Figure 3: Themes associated with utilitarian shopping (after Prus and Dawson 1991)

It is given in many cases regarding the shopping context, for example vague information, imprecise comparisons, contradictory definitions, accountability to others, fitting problems, neglect by salespeople or distractions. Vague information involves consumer knowledge of products, in the way that people often know only little about the product they have to buy, which causes stress and impatience. Next is imprecise comparison, which tends to be frustrating to people when they are not sure about the worth of the compared objects. Contradictory definitions occur mainly in relation to prices, quality, fit and style. This problem is given, when the reactions to a product at the beginning are not shared by others. Shopping can also be felt as a laborious activity when consumers have to deal with accountability to others, since it associated with discomfort when people are being judged by others about their purchases. In addition, fitting problems appear when people can not find clothes in the right size or are not sure about how the item would look on them. With being neglected by salespeople is meant
the absence of employees and thus the inability of getting desired information about items. Finally, distractions followed by the inability to concentrate make buying and decision making more difficult and complicated. Causes for distraction could be for instance children, loud noises, large crowds or other shopping companions.

Last but not least is the theme boredom. The perception of being bored comes up when purchases are uninspiring or seen as uninteresting, routine purchases. Also to go shopping under tiredness triggers the feeling of being obligated to shop and see it as labour. This feeling is combined with the thoughts of doing something else more enjoyable. Being slowed down by other people is also a factor which creates laborious conditions.

So all these circumstances mentioned above, reported by Prus & Dawson (1991), lead to a laborious and utilitarian perception of shopping. Another really important and often mentioned topic regarding utilitarian shopping is gender.

Specially for men the act of shopping seems to be more a needed obligation than enjoyment. Underhill (1999) claims that shopping is an annoying activity for men which they try to avoid. However, if they can not avoid it, a typical shopping trip for men is very different to a shopping trip for women. He highlights that when men go shopping, they spend less time looking and pass through the passages faster and. Also, as reported by Underhill, they hesitate to ask where things are. So if a man can not find a certain object, he wanders around maybe once or twice, but if he can not find the object immediately, he gives up and leaves the shop without asking anyone.

2.2.2.2 Shopping as leisure and pleasure

“People buy so they can shop, not to shop so they can buy”. This is a famous cite from Langrether (1991, p. 428), which should indicate the pleasure that shopping brings in people’s leisure time. It shows the complete opposite to the utilitarian shopping above. But at first, the term leisure has to be explained. To define leisure, three main characteristics exist. First of all, it is detected as a form of activity. From this perspective, things like hiking, playing football, bowling or reading are forms of leisure. Second, time plays an important role. Leisure is seen as free time, without any
obligations like work or taking care of the house and children. And last, leisure often results in feelings of satisfaction, fun or excitement, so leisure can be explained by a state of mind. However, in most cases leisure is a combination of all these elements. (Jackson & Burton, 1999; Kleiber, et al., 2011). According to these elements, going shopping can be definitively seen as a leisure activity, since it covers all of these elements. Primarily people jogging about the shops, going from one place to another definitely presents a form of activity. Next characteristic mentioned above is time, which also can be seen as fulfilled since people go shopping normally in their free time, after work or during the weekend for example. And finally the element state of mind is given as well, because going shopping often is connected to different states of mind. It can be both, positive and negative feelings which are triggered in a person during or after the shopping experience (for instance satisfaction, anger, stress et cetera).

So once shopping is identified as a leisure activity it is fact that shopping nowadays is for many people far more than just a utility. For a big part of the population it is increasingly a leisure activity and no longer just a part of everyday survival. Shopping today is way more than just buying a certain item from a seller, it is broader and includes sorting, comparing, checking prices, selecting styles, browsing, walking and meeting with other people (Bloch, Ridgway, & Sherell, 1989). Therefore, shopping is not only about getting new merchandise, but instead it comprises also needs that are in no connection with product acquisition. A desire to meet people, feeling wanted, exercise, or spending leisure time with friends can also be a motive to go shopping (Tauber, 1972). Hence shopping is a multifunctional activity that involves as well economic exchange (buying) as social interaction and the participation in non-buying activities. Actually, it is claimed that experiencing shopping as a leisure activity is a more decisive reason to shop than the actual acquisition of goods (Babin, Darden, & Griffin, 1994).

Confirming to a British research study by Jansen (1989), shopping is the leading leisure activity since the end of 1980 in the United Kingdom, equivalent to spending a day on the beach.
Another study by Bellenger and Korgaonkar (1980), documents that 69% of their 224 survey respondents saw shopping as a recreational pastime. And also Bloch’s (1989) study shows the importance of modern shopping by finding out that Americans spent more time in shopping malls than any other place outside of work and home. Even grocery shopping is a form of leisure for a lot of people because there they can get inspirations for new dishes, find new recipes and store environment just creates an atmosphere that leads to enjoyable experience (Wade, 1985).

Regarding the traits of recreational shoppers, it can be said that they often enter a shop without having a specific idea of what they will purchase and the distance to travel plays a less important role for them. So they do not really plan or overthink a purchase in advance and come to a shop quite unprepared, which is the reason why leisure shoppers make more spontaneous purchases and buy impulsively. (Bellenger & Korgaonkar, 1980). Leisure shoppers tend to make more impulsive purchases than economic shoppers, because they spend more time in a shopping venue and are more influenced by internal and external sensory stimuli (Tauber, 1972). Besides that, they also tend to shop more often, the duration of one shopping trip is longer, shop with others and continue shopping after a purchase (Bellenger & Korgaonkar, 1980). Added to these specific behaviours, store environment and extra comfort play an important role for leisure shoppers. In this case, design and décor are important influences and essential for their decision of return. (Hirschman, 1986).

To sum up and distinguish between functional shopping and shopping as leisure experience (just explained above), Carr (1990) designed a functional-leisure figure. He assumes that there are different degrees of functionality and shopping as leisure in the consumer behaviour. Figure 4 shows the functional-leisure continuum, where there is the functional end on the left side and the leisure end on the right side. It is basically a ray, which leads from completely functional shopping to leisure shopping. On the left end, quartermastering is characterized as routine purchases of necessary items. To shop is usually laborious and boring. Next section on the beam is technical shopping, which is about buying mechanical objects that have a job to fulfil (for example computers, card, fridges et cetera). Technical shopping is more functional, because it requires planning in advance, decision-making and information-seeking. Following is expressive
shopping, which goes more in the leisure direction than the ones before. It presumes that people buy goods which let them present a certain image of themselves, which helps them to express themselves better and allows them to be perceived from others the way they want. This category includes for instance shopping for clothes, jewellery, make-up or cars. These goods give the consumer the opportunity to create an identity by which they can be admired or recognized from others. Lastly is recreational shopping, which is the case when going shopping is felt as a pure leisure activity and nothing else.

In summary, it is to emphasize that functional shopping as well as leisure shopping exist, but in a lot of cases it is a combination of both. Some factors or behaviours can be categorized more to the functional, and some more to the leisure side of shopping.

2.2.2.3 Boredom and killing time

A meaningful reason for why people shop is to kill time and because they are bored. Going shopping out of boredom can be done in any situation and at any time, way further than just in shopping centres or shopping streets. For many people, shopping is simply a way of passing time and it seems nice to them having time for just looking at things (Buttle & Coates, 1984). No matter if women kill time on their way to work.
because they are too early, during their lunch breaks or even on their way back home, there are always and nearly everywhere opportunities to kill boredom and time with shopping.

A really common and notable situation where people shop because of their boredom is when they have to wait for something. No matter if people are waiting for somebody to meet, to fill time on the way to their dance class or just while waiting for the bus, individuals tend to spend and overcome this kind of free time with simple looking around in different shops or windows (Buttle & Coates, 1984). A really typical example for where people shop because they want to kill extra time is the airport (Rowley & Slack, 1999). Obviously, in a situation like that consumers are more likely to buy impulsively than planned.

Overall, women more than men, have a look at the different kind of shops just to kill time, because they do not have anything better to do and are bored and to fill excessive time.

2.2.2.4 Social motives

Above all, one of the social motives is the social experience while shopping. The ability to socialize with friends, family and to meet new people is one of the most important motives for many people to go shopping. It makes an enjoyable experience and at the same time the consumers are getting approval, affiliation and recognition from others (Bloch, et al., 1991). On the other side, retail venues put a lot of effort in creating an atmosphere for social exchange since they are aware that socializing and filling time with friends are indispensable activities undertaken in shopping venues (Jackson E. L., 1991). Confirming to Jones (1999), about 36% of the respondents of his study mentioned socializing during a shopping spree is one of the most meaningful aspects. Traditionally the social aspects have been of the most important reasons for young mothers and housewives to visit a shopping centre. It gives them the chance to escape from their everyday lives and to take their minds off other things. It is relaxing, gives them the opportunity to meet new people and interact with others and just allows some time for themselves, away from all the housework and children (Tauber, 1972). In most cases shopping is associated with the thought “getting out of the house”, which is felt as
a positive feature for 37% of a completed study. It is also noted that going shopping adds excitement, variety and entertainment to the housewives’ mundane routine, while the shopping mall is visited on a regular basis by 60% of the interviewed women, at least once a week, mainly with the motive of social interaction (Department of Environment, 1978).

The preferred companions for a shopping trip are friends. In accordance with a study from Holbrook and Jackson (1996), 70% of shoppers at a mall said that they rather go shopping with a friend, a group of friends or by themselves than with a family member or the whole family. Less than 2% contended to like going shopping with kids or their spouse (Holbrook & Jackson, 1996). People indicate that they want to be accompanied by friends while shopping, not only because of the actual shopping activity itself, but rather to have a drink or lunch together afterwards. Furthermore, in the presence of friends people tend to stay around shopping venues for longer or go into shops they would not visit usually (Buttle & Coates, 1984).

Another social motive why people visit shopping venues is communication. People visit shopping malls or stores to communicate with others with similiar interests. Especially stores that offer hobby-related goods are a great place where people can interact with others with the same hobbies and interests. While consumers enjoy to exchange opinions with other visitors of the shop, sales people are able to provide special and useful information about specific activities or products (Buttle & Coates, 1984).

Moreover, it is stated that shopping sociability can be differentiated into two meanings, namely passive and active. Observing and watching other people in a shopping venue is a typical example for passive sociability. While remaining anonymous, people just watch and mingle with others. Differently there are people who are more active and use shopping malls to interact, communicate and meet new people (Graham, Graham, & Maclean, 1991). Kowinski uses the expression “mallingering” to explain the action of visiting malls with the main motive to socialize either passively or actively (Kowinski, The Malling of America: An Inside Look at the Great Consumer Paradise, 1985). Accordingly, “mallingering” is lived and undertaken mostly by teenagers and older people. Furthermore Kowinskii (1986) observed that a teenager’s primary motive to go
into a mall or a certain store is to show off, to find affilliation and acceptance in groups of people the same age. Consequently, it can be seen that especially teenagers use shopping malls for social motives. Teenagers are so loyal to malls that they even have own nicknames for themselves. Boys call themselves “mall rat” while girls are known as “mall bunnies”. Teenagers who had been interviewed in shopping malls explained the term “mall rat” as following: “A Mall Rat is someone who is here every day… We put on our cool faces and walk around and try to meet girls, and scare all the other guys” (Kowinski, 1986:37). Additionally, most teenagers dedicate their time in a mall either to food courts and restaurants, to just wander around or near video arcades. Regarding the time, they commonly meet up in the afternoon or evening after school. The visit of the mall consists also of showing their new haircuts, make-ups or clothes and of talking and smoking. Mostly they stay late, until the closing hours, without spending much or any money. In general it can be said that malls are a place to where young people escape from home and school (Lewis G. H., 1989). A girl for example stated in an interview that she went to the mall „to get away from home, get away from problems because I can not stay at home. Because my mom is always on my case when she is not off partying with her boyfriend... They bother me. So, I come to the mall“ (Lewis, 1989:885).

Fact is, that teenager nearly always come to the mall with others, never by themselves. Anthony (1985) made a study and found out that 90% of his young respondents visited the mall at least with one other person, while only 10% stated they came alone. Most of the ones who came in company, namely 83%, responded that they came with friends, 15% went with their parents and only 2% claimed they visited shopping venues with siblings. Furthermore the same study showed the main activities undertaken by teenagers at a shopping centre. The results showed that teenagers’s favorite activities are the following: looking for members of the opposite sex, playing video games, having fun, seeing friends, watching people, eating, and just filling time (Anthony, 1985).

Beside teenagers, also the older people are an important clientel of the mall. Their main goal is not a purchase and to spend money either. This behaviour is explained by the fact that aging makes people to want to do things, to get out of the house, to spend
money and to enjoy life more. Basically people become more interested in doing things and less in having and acquiring things (Maynard, 1990). Mainly, the activities of the elderly in a shopping mall have two sides. First, they socialize, sit, and observe what is happening around them (Graham, Graham, & Maclean, 1991). For these group the atmosphere in the mall is essential and they enjoy being in contact with people of their age and to escape loneliness and fear (Kowinski, Endless summer at the world's biggest shopping wonderland, 1986). And secondly a wide spread activity under the elderly in a mall is walking around. They have in mind that walking and movement is good for their health and take mall-walking as a chance to stay fit. They choose malls in particular for their sporty activity because it brings six important comforts: air-conditioning in summer and heating in winter, the companionship of other people, interesting scenes to observe, toilets, relative safety, and refreshment stands (Fletcher & Macauley, 1983).

To sum up it can be said that especially teenagers as well as the older generation plus housewives visit shopping malls primarily because of socializing aspects. Neither young people nor older ones go there with the intention to buy anything and spend money, but more with the desire to meet friends and interact with people.

2.2.2.5 Role Shopping

„Role Shopping“, defines the act of going shopping for others, the enjoyment and feeling that get triggered during this act and the excitement and joy what consumers feel when finding the perfect gift for others. Some responded to an interview that finding a perfect gift for their family or friends make them feel happy and plays an important role and it is connected with positive feelings and satisfaction (Arnold & Reynolds, 2003). Individuals get motivated by obtaining a special role, and additionally satisfied by acting out the responsibility of the role. Furthermore, they are pushing their ego-enhancement with satisfying certain roles (McGuire, 1974). Role Shopping also matches with the role enactment of Westbrook and Black (1994), which describes the desire of people to assume a specific role regarding shopping.
2.2.2.6 Status symbol and self-image

One of the biggest motivations for going shopping is to acquire status symbol and to improve one’s self-image. The image, the social reputation and the status of one individual in relation to others is affected by the objects and goods they possess (Lunt & Livingstone, 1992). According to some sociological literature the image delivered from a certain object is more important than its actual functional ability (Baudrillard, 1988). This behaviour is especially visible in the clothing sector, where the brand is a prime consideration when it comes to the decision what to buy (Newby, 1993).

Material goods nowadays play a really important role in people’s lives, because they help people to gain social status and have the ability to express who a person is and who they would like to be (Dittmar, 1992). Therefore, people consume the symbolic meanings of the objects more than the functional ones, showing their identity and trying to be a better self (Benson, 2000). Consumers are using goods to acquire and express a certain type of self-identity and to bolster one’s self-image, to regulate emotions or to gain social status. The motto of many people who go shopping is “I shop therefore I am” (Dittmar, 1992).

With the meaning of products or with the images a product brings, it is also possible that individuals compensate their actual self, so that they can pretend to be someone, that they are seen differently from the outside. People are also able to hide or change some specific features of themselves. For example, a man who does not feel masculine enough, can compensate this with wearing a known masculine symbol, for instance, a motorbike jacket (Braun & Wicklund, 1989). With this example the symbolic meanings of products, delivering the possibility for consumers to turn from their actual self (how they see themselves) into the ideal self (how they would like to be), can clearly be seen (Higgins, 1987).

So generally it can be summarized that in this case people are motivated to buy, because they want to present themselves as well as possible and want to be recognized by others as their “ideal self”.

2.2.2.7 Bargain shopping

Many people nowadays take the activity “bargain-hunting” as their main motive for shopping. When they go into shopping venues, their only goal is to find items at an eye-catching cheaper price than usually.

Bargain shopping is following the motto ‘the cheaper the better’. It is about chasing discounts, looking for the cheapest bargain and getting goods for the best price. On the one hand it can have economic value and on the other hand it can deliver hedonic pleasure. Seeing it economically, acquiring something for a lower price saves money, and seeing it from the hedonic perspective, spending less money than expected can trigger some positive, surprised feelings in a person (Litrell, 1996).

When consumers discover objects for cheap prices or find a good bargain, it can make them feel like smart shoppers. Also if people negotiate with sales people and reach therefore a cheaper price it can lead to positive feelings, a sense of achievement on the consumer side as they gain an economic advantage (Tauber, 1972). Jones’s (1999) study shows that almost 20% of his respondents connect finding bargains with the feeling of excitement and pleasure. On the opposite, about 8% claimed that high prices are associated with negative feelings and their non-entertaining shopping experience (Jones, 1999).

2.2.2.8 Learning about new trends

Many people go shopping just to acquire information. They go shopping to find out what is available in the shops and what is new, especially in the terms of clothing. They are interested in getting information about what the shops have in stock and to see which shops have the most attractive products. People say that this kind of information seeking helps them with later purchases and make decisions easier, because they know what they can get in which store since they looked around earlier (Buttle & Coates, 1984).

A lot of people use information seeking to stay up to date on the latest trends in fashion, styling, product innovations etc. They want to see what is new on the market and to
which prices, to see general trends and new fashion lines of a certain shop or a brand. Additionally, consumers collect new ideas in terms of clothing, to make them by themselves at home in case they can not afford them. People can learn about new trends with or without making a purchase, so buying something is not even necessary in this case. However, shoppers who are interested in a certain category of products, are of course more likely to buy new products in their preferred product segment and will chase the trends in that segment. Therefore, it is important that the stores are trend conscious in order to attract the consumers and keep them long-term (Buttle & Coates, 1984).

2.2.2.9 Window shopping

For many people the reason for going shopping is not actually to buy anything, but more to just stroll around and go from one shop to another while looking at their windows. Browsing, or also called window shopping, is a normal and ordinary way of going shopping nowadays. It allows consumers to spend time with others, get exercise, and collect information about different products and/or shops (Dallen, 2005). Confirming to Jarboe and McDaniel (1987) browsers or window shoppers have the following characteristics:

- They are more likely to shop in stores they did not plan on shopping.
- They enjoy looking around without having any purchasing in mind.
- They are more likely to buy items they had not previously planned on buying.
- They pay more attention to the window displays when they go around.
- Lastly, they spend more and longer time in shopping malls than non-browsers.

In 1977, Terry made a survey and over half of the women stated window shopping as their favourite activity at a shopping centre. The main reason why they visit a shopping venue is less the actual purchase of goods but more the entertainment, socializing and variety to their daily routines. On the one hand, browsing might be just a recreational activity motivated only slightly by the goal to make a certain purchase. And on the other
hand, window shopping represents a way of gathering information for future purchases (Bloch, Ridgway, & Nelson, Leisure and the Shopping Mall, 1991). It is important for the process and the collection of information, and it helps browser to gather new ideas and new inspirations for potential purchases.

However, browsing/window shopping is seen as a free or low cost free-time activity which can be done by anybody as pastime and which is very popular (Bloch, Ridgway, & Nelson, Leisure and the Shopping Mall, 1991).

### 2.2.2.10 Influence of advertising and mass media

Fact is, that companies and brands constantly influence consumers, especially with their advertisements. As it is stated above under the point “status symbol”, it is undisputed that consumers today try to express themselves and try to achieve a better reputation with items. Hence, a famous advertising strategy is to sell objects through identifying them with perfect images of people. On the other side there is the consumer, which is of course motivated in it’s everyday life to buy these ideal images. They hope to take on these symbolic meanings of goods and try to turn into an “ideal self” with the help of the acquired item (Snyder & DeBono, 1985). Utilizing perfect images in the media create an appealing picture of life that is interesting and attractive, triggering the desire for the certain product on the consumer side. Advertising is capable of over shadowing the bad sides of mass-consumption, turning the items into must haves, even though they have been produced under unsustainable conditions (Cline, 2012).

An example for how companies try to get the buyer’s attention is the colour red. It is no coincidence that a lot of known brands are incorporating this colour (think for example of the coca-cola can). Regarding some scientific studies, it is proven that it attracts a lot of attention from the consumer side and is very effective, because red stands for intelligence and power (Elliot & Aarts, 2011).

### 2.2.2.11 Increased Access

Shopping has increased dramatically in availability over the last decades. Firstly, online-shopping had a major boom in the last few years and shoppers do not have to leave their homes to shop anymore. It has become a comfortable activity which can be
done at any time and at any place, when and wherever the consumer wants. People today can shop 24 hours per day (Hartston, 2012).
And secondly, shops and stores are very easy to reach. They are in every corner of the city, wherever you go. Even if an individual is not looking specifically for stores, it is guaranteed that everybody passes by shops every day.

2.2.3 Shopping high seasons

In this chapter we will discuss when consumers tend more to buy excessively and why. Consumers are buying too much over the whole year nowadays, but it is obvious that people exaggerate with shopping during special seasons or on special days, where they forget all boundaries and spend a lot more money than usually.

Basically, there are some special events or occasions where people tend to spend and buy more things than usual. In essence it can be said that the highest money maker in Austria is Christmas, followed by Easter, Mothers Day, Valentines Day and Fathers Day. The following chart shows the five highest turnover events in Austria:

![Top five sales driver occasions in Austria](image)

*Figure 5: Top 5 sales driver occasions in Austria*
As it is shown in the figure 5, Christmas is the occasion where people spend the most money. With 542€ (APA, 2018) of expenditures per capita in 2019 it is by far the number one. Christmas is followed by Easter with 65€, Valentines Day with 58€ (oe24, 2019), on Mothers Day they spent 55€ (WKO, 2019), and last but not least 40€ on Fathers Day (KleineZeitung, 2019).

Furthermore, several special days exist on which the sales figures jump up strikingly. In relation to a specific day it is claimed that in the United States, the day after Thanksgiving is the busiest shopping day of the year, apparently because it marks the beginning of the Christmas season, with the highest sales figures. This day is also known as Black Friday. Being more specific, the month between Thanksgiving, 28. of November, and Christmas involves about 25% of the annual retail sales and is therefore the most important day for merchants (Fisher, 1996).

Also in Austria people tend more and more to buy excessively on Black Friday, which is always the last Friday in November. The shops are luring consumers with irresistible offers and sales on this day. Thus, according to a study from MindTake, 43% of interviewed Austrians stated that they have taken advantage of offers on Black Friday.

Another really important day for Austrian’s retailers regarding sales figures is the 4. October. On this day, the traditional Woman Day takes place. In numerous retail stores sales are up to -50%. Nowadays three out of 4 go looking for bargains on this day (Handelsverband, 2018).

To sum up, on these special days or for these special occasions, people tend to spend more money than on any other days because they get confronted with many attractive offers and discounts and feel almost obligated to buy.

2.3 Current trends to prevent mass-consumption

The term “trend” is defined as a development in a certain direction in one area. It can be a long or short-term as well as a regional or global process of change seen from a psychological, economical or sociological perspective (Vejlgaard, 2008). The trend in the western societies during the last decades was that people believed that buying goods
lead to happiness, but recent researches show that a lot of consumers now connect shopping with feelings of stress, fatigue, disillusionment or unhappiness (Zavestoski, The social-psychological bases of anti-consumption attitudes, 2002). The motto of the fashion market during the last years and nowadays still is “Here Today, Gone Tomorrow”. Fashion is changing constantly, people want variety and have a desire for the new, non-stop (Sydney, 2008). In the wardrobe of today’s women there are about four times more garments than they had in the 1980s (Thomas, 2012).

But as an answer to that mass-consumption, the term anti-consumption appears more often and has grown in meaning in the last years. Anti-consumption describes the act of individuals to resist to consume consciously and research on anti-consumption concentrates on finding out the reasons for why consumers nowadays choose more and more not to consume (Close & Zinkhan, 2009). It can be differed between those who want to reduce their consumption in general and those who focus more on a certain brand or product. (Craig-Lees & Hill, 2002). In that thesis the focus is on the resistance or reduction of people’s overall consumption, and in the following chapter we will discuss how consumers try to limit wasteful consumption and resist buying. In essence it can be said that almost all thinking people now are aware of the environmental challenge to consumerism. Fact is, that in consequence of the consumerist expansion of the 20th century it is coming to shortages of key resources, which includes oil, water, land, soil, clean air and minerals (Lang & Heasman, 2004). The most striking environmental challenge or consequence of mass-consumption is undoubtedly climate change, followed by pollution, waste and desertification (Gabriel & Lang, 2008). To act against these dramatic consequences, the goal of sustainable consumption is to minimize environmental effects and to think more about the costs and benefits in our generation and across generations (Kulbourne, McDonagh, & Prothero, 1997). Since the 1980s people are more sensitive and aware of the environment. They began to realize that resources are used way too much and in an environmentally harmful way, to the disadvantage of the nature, families and communities. As a consequence, the ecological awareness of the population and attempts for a sustainable life rose (Elgin, 1993). Especially the fashion industry is known for the exploitation of resources and workers, but over the last thirty years, people are more conscious about the production as well as
the consumption of fashion, with the desire to change unsustainable habits (Beard, 2008).

**Issues associated with clothing**

In essence, people’s awareness of sustainability rises ever more, because their consciousness about issues associated with clothing increase steadily. The essential negative issues of clothing are stated as follows.

**Environmental Issues**

The main environmental issues associated with clothing are that resources are shrinking, the gas emission, the land use, the toxic production processes and that most of old clothes land in landfills (Mukherjee, 2015).

**Negative impacts of fibre production**

Most of the garments that hang in the wardrobe of today’s population are made either out of cotton (natural fibre), or polyester and nylon (artificial fibre).

In the case of polyester and nylon, it has to be emphasized that it’s production generates pollution and is difficult to recycle, because it takes between 30 and 40 years to decompose. It’s manufacture is an energy-intense process that needs a lot of crude oil and also releases a high amount of emissions during the production (Claudio, 2007).

On the other hand, natural fibres such as cotton need a lot of water to be produced. More than 50% of the world’s cotton fields need frequent irrigation, mainly in countries where water is a rare resource. (Soth, Grasser, & Salerno, 1999).

**Air Pollution**

Notably during producing textiles is the pollution of the air. The production of millions of textiles usually creates oxides from boilers, namely nitrogen and sulphur oxides. Furthermore, resin finishing, printing, dyeing, wastewater treatment and fabric
preparation are responsible for a big amount of emissions while manufacturing textiles (Mukherjee, 2015).

**Consumption of water**

Water is a resource needed ever day in the fashion industry. It requires a high amount of water in many operations, from fibre-washing, to bleaching and dyeing to laundering the finished clothes. It is estimated, that about 200 litres of water are necessary to make one kilogram of textiles. Additionally, the wastewater related to textiles is full of chemicals, which causes damages if it is directly released into environment (Mukherjee, 2015).

**Dyes**

The process of dying textiles can damage the environment as well as the workers. There are health risks for people who work with it and it harms the environment in many ways. Dying includes a lot of chemical, toxic substances like for example dioxins, copper, zinc or chrome. After a garment has been dyed, only 80% stick to the material, the remaining 20% are washed out. These 20% that are washed out, land in rivers and streams. Yearly it is about 40.000-50.000 tons of dye which land in the environment (Mukherjee, 2015).

**Waste**

Buying a high amount of clothes each year results consequently in a high amount of waste. Approximately, every Austrian buys 19 kilograms of textiles per year. The average weight of one item is 320 grams, which are about 60 fashion items for every Austrian per year. Hence, the Austrian population buys more than one clothing item per week. On average, from the huge amounts of clothes, 11,2 kilograms or 35 clothing items per person end up being thrown away every year (global2000).

A huge part of waste produced by clothing is also the pollution through packaging. Firstly, there is the packaging that is used for the transportation and distribution and secondly there is packaging used in retail stores. Packaging is the part of the product
with the shortest time of use and ends up in landfill and the eco-system in most cases. Furthermore, it is often seen as useless waste, since it does not affect the functionality of the product, but should rather only improve the appearance of products (Mukherjee, 2015).

**Maintenance**

In general, the whole maintenance of clothes is very energy- and resource-intense. They have to be washed, dried and ironed in a frequent manner, which requires a lot of water and energy. Since laundry has to be done very often and in a short amount of time, it has a really high impact on the environment. Taking into account the whole life-cycle of textiles, maintaining it and taking care has the greatest environmental impact, namely 80%. Furthermore, ironing is really energy-intense because of the high temperature needed (Lewis & Gertsakis, 20012).

Several trends to counteract these issues and to resist consumption popped up during the last decades, which will be examined in detailed in this chapter. It will be shown how and with which strategies and methods consumers try to consume less or more sustainable. It is to mention that in this thesis the term sustainability is kind of an umbrella term, and all the following consumption trends fall under this umbrella term, so all of these trends can be described as sustainable. The following figure represents a better overview of sustainable fashion and shows what it consists of.
In Figure 6 it can be seen that sustainability in terms of fashion means acting in an environmentally friendly way not only when producing it, but also when consuming it. It presumes producing clothes with fair trade principles. While the consumer is owning and using the product, repairing and laundering are two main aspects. Repairing products instead of immediately buying new ones is a great opportunity to resist consumption, save resources, avoid waste and in general do something good for the environment. Regarding laundering clothing, it can be washed less frequently or with lower temperature. After using a certain product at the end of its life cycle, it is essential to think about either redesigning it so it can be reused or to recycle it correctly, without prejudicing the environment (Iran & Schrader, 2017).

Many people are aware of all the problems and consequences just stated above, and are starting to think about which alternatives to going shopping all the time exist. In literature, several ways how to avoid buying new things every time can be found. This trends against mass-consumption that can be found in the literature are stated below.
2.3.1 Slow Fashion instead of fast fashion

Before examining the different trends that can be applied by consumers to counter the mass-consumption, a really important overall trend in the current fashion market has to be shown. The terms of fast- and slow fashion appear more and more in current fashion articles. In the following paragraphs to trend to slow instead of fast fashion will be discussed.

Fast fashion

“Fast fashion” is the current fashion system which was applied over the last decades. The key point of this system is that the markets constantly grow, because of the constant renewal of the items. Styles change in a rapid and frequent manner (Wilson, 2003). The term “fast fashion” is associated with low-cost fashion items that duplicate ongoing luxury trends (Joy, Sherry, Venkatesh, Wang, & Chan, 2012). These duplicates are reachable for any costumers in the mass-retailing stores. Current leaders of fast fashion are the Inditex Group and H&M, which are known for their advanced technology, rapid manufacturing and supply chain control (Barnes & Lea-Greenwood, 2006). Another key characteristic of fast fashion is that the retailers employ the “just-in-time” manufacturing system and use strategies of “quick response” (Birtwistle, Siddiqui, & Fiorito, 2013). In the past, the normal turnaround of a retailer’s clothing collection was six months, today the production cycle is three to eight weeks (Tokatli, 2008). It is known that retailers like H&M and Forever 21 for instance, get daily deliveries of new fashion and Zara offers new lines two times a week (Cline, 2012). To assure that costumers return to the stores frequently and to be able to fill up the stocks constantly with new trends, retailers gain new items on a weekly basis (Tokatli, 2008). In essence, big variety in between a short time period, as well as limited editions and offering the newest fashion trends to affordable prices make the market attractive to a lot of costumers, across all social classes (Fletcher K., Slow Fashion: An Invitation for Systems Change, 2010). Shortly, fast fashion is about producing items in a large volume in less time and selling them to a very cheap price. The quantity counts more than the quality.
But the consequences of fast fashion are dramatic. It has negative economic, societal and environmental influences (Biehl-Missal, 2013). The whole fashion industry is blamed for exploitation of both sides, consumers and workers, harming the environment and the ecosystem, being guilty of the depletion of natural resources and lastly being responsible for a big part of pollution and waste (Morgan & Birtwistle, 2009).

**Consequences for the consumer-side**

The fashion industry constantly creates artificial newness and obsolescence. The reason why costumers always want the new is according to Fiske (1989) “the ideology of progress”. In particular, the population of western societies appreciate constant change and progress (Fistke, 1989). One consequence of mass-consumption in fashion industry is that it led to some social problems. Besides people having lower self-esteem, it can also be seen that more individuals suffer of eating disorders, body image distortions and are more likely to undergo cosmetic surgery (Wolf, 1991).

**Consequences for the worker-side**

Negative effects of mass-production and fast fashion have also been noticed on the manufacturing side. Again and again it is said that the fashion industry is known for the exploitation of workers. On the one hand it is criticized that they are underpaid and get too low wages and on the other hand the fashion industry is criticized because of child labour. In production facilities sweatshop conditions often dominate and human rights get breached (McRobbie, 1997).

**Consequences for the environment**

Without any doubts, mass-consumption of fashion produces a lot of waste in the production process as well as when consuming it (Fletcher K., Sustainable Fashion and Textiles: Design journeys, 2008). Trends come and go steadily because retailers of the mass market change them quicker and quicker, and manufacturers offer new fashion trends to affordable prices for everyone (Cline, 2012). The result is that clothes are only used for a shortly amount of time because they loose their appeal really quickly and are then thrown away (Fletcher K., Sustainable Fashion and Textiles: Design journeys,
Due to the price dumping and competition between producers, the clothing items nowadays show a lower quality than in the past. Hence, clothes today are not meant to last very long, they often do not survive many washing periods and are just meant to disposed (Cline, 2012). All the production of low-quality clothes also burdens the natural resources (Cline, 2012). Every single part of a clothing’s life, from raw material to manufacture, delivery, use and disposal, has alarming impacts on the environment every day (Fletcher & Grose, Fashion and Sustainabilibty: Design for Change, 2010).

To show how dramatic the impacts really are, The Carbon Trust (2008) published a study that shows for example that the carbon footprint of a unisex T-shirt, size L, is about 6.5 kilos. Further negative impacts of fashion industry have been discussed earlier in this thesis (see 2.3).

**Slow fashion**

The response to the harming fast fashion is slow fashion. People are becoming ever more aware of the disadvantages and negative impacts of fashion consumption. Slow fashion is not only understood as slowing down the consumption and the production time, but further the aim is to guarantee good labour conditions as well as the protection of the environment and the communities (Clark, Slow Fashion: An Oxymoron or a Promise for the future...?, 2008). In essence, the retailers in this system are more mindful on the influences of the produced items on employees and environment. The slow fashion systems prefer regional production, since people want to have transparency and are more and more interested in the origin and manufacture of the product (Fletcher K., Sustainable Fashion and Textiles: Design journeys, 2008). Besides the higher awareness of the negative impacts of fashion on environment and workers, slow fashion makes an effort to reduce trends and fashion seasons and supports higher quality of the garments instead of quantity and disposable clothing (Clark, Slow Fashion: An Oxymoron or a Promise for the Future...?, 2008). Individuals are buying smaller amounts of products but in higher quality, and since there is no pressure of time in slow fashion, the orders can be planned and also the number of workers needed can be predicted. Therefore, there is no need of dramatic over shifts for workers because of unexpected mass orders and production (Fletcher K., Sustainable Fashion and Textiles: Design journeys, 2008). And lastly, because of higher transparency, there is a better
interaction and relationship between producers, designer, products and consumers (Fletcher K., Sustainable Fashion and Textiles: Design journeys, 2008).

The main characteristics of slow fashion must be emphasized. They are firstly a local production, secondly transparency and thirdly and consequently manufacturing sustainable objects (Clark, Slow Fashion: An Oxymoron or a Promise for the Future...?, 2008).

The first characteristic, local production, refers to the utilization of local strengths. It involves using local materials and resources, and also local skills. The usage of local products represents the opposite to standardization and centralization (Slow+Design, 2006).

The second characteristic is transparency. The aim hereby is to offer a bigger transparency in production to the consumers. The goal is to blur the boarder between production and consumption with usage of more hand skills like for example knitting again. More transparency also helps to strengthen the relationship between producers, consumers and designers (Clark, Slow Fashion: An Oxymoron or a Promise for the Future...?, 2008).

And the last characteristic is manufacturing sustainable products. The goal here is to produce items that last for a longer time and have a higher quality than usual objects. The products do not go out of style and are longer “in fashion”. Therefore, it is essential that the products have better quality and an all-time attractive design (Clark, Slow Fashion: An Oxymoron or a Promise for the future...?, 2008).

It must be highlighted, that in the case of slow fashion the whole process from retailers until consumers has to be sustainable. Thus, the slow fashion process requires sustainability in the design, production and finally the consumption (Figure 10).

First, slow fashion makes an effort in including sustainable, ethical and environmental friendly practices in the design. When it comes to designing a product, designers consider the future. They think about what happen to the item when it is no longer in use and it comes to throwing it away. So when designing it, they always have the whole life cycle of the product in mind (Gam & Banning, 2011). Finding sustainable textiles
that are fitting for the products is also part of design. The next step is to use production techniques that pay attention to good quality, workers with know-how and craftsmanship. And as a last step the task is to educate their customers so that they make the right decision when buying apparel. The customers should know how and with which methods their items were made.

![Diagram of Slow Fashion Process]

### Figure 7: Framework model for the slow fashion process (after Pookulangara and Shepard, 2013)

Summing it up, it can be said that especially since the nineties the number of slow fashion companies are experiencing a striking growth. Besides the awareness of sustainability, the systems of recycling and number of fabrics which pay more attention to the environment are also rising (LeBlanc, 2012).

Regarding the future of fast and slow fashion it is to mention that fast fashion, with stores like H&M and Zara, will not disappear completely (Tran, 2008), but Zara for example is making an effort to adapt and improve their working conditions, because of negative headlines and bad reputation lately (Perry P., 2012).

Form now on current trends against mass-consumption, which effect and can be applied especially by consumers will be discussed. All the following trends represent
opportunities for consumers to avoid the mass-consumption more and instead act more sustainable.

2.3.2 Collaborative Fashion Consumption (CFC)

Everybody has on average 95 pieces of clothing in their wardrobe (not counting socks and underwear), of which many are not worn frequently or even have only been worn a few times (Greenpeace, 2015). Many people start to realize that they have way too many unnecessary and unneeded clothes and switch to a form of collaborative consumption instead of buying new items every time. In literature, there are many definitions of collaborative consumption. Belk (2014, p.1579) for example defines it as “people coordinating the acquisition and distribution of a resource for a fee or other compensations”. To get a better understanding of what CFC consists of and how it works, the framework below represents CFC as an element of sustainable fashion. The first part (Figure 7) shows the functionality of sustainability in general again, and the second one (Figure 8) involves CFC in the idea of sustainable fashion consumption. Main principles of CFC are to not only take the production process in terms of being sustainable into account, but also the usage and the post-usage or disposal of the product. Production, consumption and legislation are the three main categories in which sustainability should be incorporated (Figure 7). In the production process decisions about environmental and society friendly materials, technology, design and labour wages have to be made (Fletcher K., Sustainable Fashion and Textiles: Design journeys, 2008). But the essential part of sustainability in connection with CFC is the consumption process of a product. Sustainability does not only depend on the producers and materials, but also consumers play a really important role. With the right behaviour and positive intentions, they are able to decrease the harmful and negative effects on the environment (Niinimäki, 2010). As it can be seen in Figure 8, these environmental negative effects of fashion consumption are noticeable in the purchase, usage and post-usage phase. As a first step, consumer make purchase decision about which products they want to buy. For example, if they prefer organic or fair-trade or rather second-hand products.
Figure 8: Sustainable Fashion, inspired by Iran & Schrader, 2017

Figure 9: CFC as an element of sustainable fashion, inspired by Iran & Schrader, 2017
Subsequently, it comes to using the product. Here they have to decide how they use and also how they keep the products (e.g. considerations on laundry, repairing). Lastly, they have to think about what should be done with the product at the end of its lifecycle. For instance, buying less clothes (purchasing phase), washing them less, with a lower temperature or having a longer period in between laundering them (usage-phase) and considering the right way of how to recycle the product (post-usage phase), is a perfect example for a sustainable fashion consumption process (Allwood, Laursen, Rodríguez, & Bocken, 2006). When consumers decide to not throw unwanted clothes away and offer them for re-use or from the other perspective, when consumers decide to use already worn clothes instead of buying new ones, they are performing the principle of CFC. Examples of how to apply CFC are gifting, lending, sharing, swapping, renting, leasing, second-hand buying and fashion libraries (Figure 8). Contrary to buying new clothes all the time, people use already existing ones. There are two different ways to do so. Firstly, consumers can acquire already worn clothes through getting individual ownership (swapping, second-hand shops, gifting) or secondly through using clothes which are actually in the ownership of others (lending, renting, sharing, leasing), also called access-based consumption (Iran & Schrader, 2017). While some individuals rather swap clothes, where they gain an actual ownership, others prefer renting from a company, where the hygiene and quality is guaranteed from the companies (Becker-Leifhold & Iran, 2018).

Basically, the main goal of CFC is that garments that are no longer worn and wanted are not thrown away, but rather find another usage, which means a more sustainable behaviour. Consequently, there will be less waste since reusing clothes reduces the desire for new items (Antanaviciute & Dobilaite, 2015).

Moreover, CFC can be distinguished in two types, either in peer-to-peer (P2P) or in business-to-consumer (B2C). In the P2P-type, fashion items are getting passed from one consumer to another one (gifting, sharing, lending, swapping), while in the B2C type companies provide consumers the right of an ownership of a product for a certain time period (renting, leasing, fashion libraries) or sell them second-hand items to actually hand over the ownership (Iran & Schrader, 2017). For example, the coordination of
Swapping parties can be done by an organization (B2C) or by the consumers themselves (Iran & Schrader, 2017). The different opportunities to apply CFC are explained now.

**Swapping**

An even more popular method of exchanging clothes is named “swapping” or “shwishing”. The simple functionality of swapping or shwishing is that people meet and come together at a meeting point arranged in advance to exchange clothes. Individuals have the opportunity to gain new items without spending money plus avoiding busy and stressful shopping stores. In this method of CFC, the ownership of a piece of clothing gets changed permanently (Prothero & Fitcher, 2000). A popular method to carry out swapping parties is among friends or family members, where they come together at a certain place to swap their clothes. (Pedersen & Netter, 2015). Another way to organize and arrange such parties is the usage of social media, where people regularly announce these parties. For instance, “Kleiderkarusell” regularly publishes swapping parties throughout Austria. Swap-events can also be a social event, accompanied by music, food, exchanging opinions, meeting new people at the same time as a swapping items. (Iran & Schrader, 2017). Therefore, the drivers for swapping are as well fashionability as social aspects (Yan, Bae, & Xu, 2015).

**Shwopping**

Another known principle is “shwopping”. Shwopping is a method where people can donate their old, not wanted clothes that are still wearable. There are special stores where individuals can go to donate their clothes, and as a return they receive a voucher of a certain amount of money for that shop for example, so they can buy something new for the old, unwanted clothing item (WRAP, 2012).

**Second-hand and vintage selling and buying**

Strikingly is, that second-hand shops are receiving more and more attention. Especially for young people, second-hand shops seem to be in fashion again. Buying products from these shops instead of new ones, extends products’ life and it comes to less waste. Second-hand shops can either be offline or online. Offline retailer stores can be found
ever more in every city in form of vintages stores, and the most popular online example for second-hand buying or selling is eBay or in Austria “will-haben” and “shpock”. In essence, they follow the principle of P2P, organized by a company. The company provides a platform for the consumers where they can sell and buy already worn clothes for an affordable price. The companies in this case earn money through widespread advertisements on their apps or homepages (Iran & Schrader, 2017).

**Gifting**

In this case, people give fashion products to others, without any compensation. An example therefore is “The Freecycle Network”, an online platform, where people present their unwanted clothes and gift them to any interested persons (Iran & Schrader, 2017). Also on social media a lot of platforms like this can be found. “Kleinanzeigen Salzburg” is an example of such a Facebook group, on which local people from all of Salzburg present their unwanted things, including clothes, and give them away for free instead of throwing them away.

**Renting**

In case of renting, trusting the person items are rented from play a fundamental role. Consumers have to trust the providers of clothes that they are still in good conditions and usable (Armstrong, Niinimaki, Kujala, Karell, & Lang, 2015). People rent clothes for a special period of time from companies, where a monetary compensation is required in order to receive access to the usage of the certain item (Iran & Schrader, 2017).

Fashion-libraries are a great example for this method. Fashion libraries are an access-based consumption method, where consumers do not purchase clothes, but acquire rights to use a certain fashion item for a certain time period. (Bardhi & Eckhart, 2012). Many fashion libraries have popular fashion brands and clothes from the best designers in their range. (Pedersen & Netter, 2015). This delivers the access to luxury and high-fashion items which would be impossible to afford otherwise for most people. (Armstrong, Niinimaki, Kujala, Karell, & Lang, 2015). A range where it is common and more economic to rent than to buy is the range of
children products for example. Children grow really fast and can not wear an item for a long time, so it is more sustainable and environmentally friendly to rent instead of buying (Edbring, Lehner, & Mont, 2015). Renting is also a preferred method when people need clothes for a special occasion or event. Examples are wedding dresses or carnival outfits.

*Leasing*

The difference to renting is, that a fixed contract for a certain period of time has to be signed. The consumers have to pay for the contract period and then have the ownership of a product for this period. Before the end of this period, the consumers do not have the opportunity to stop paying and give the item back. An example is “Lütte leihen” in Germany, who are providing baby clothes for minimum contract period of two months (Iran & Schrader, 2017).

*Sharing*

Sharing describes a form of consumption where things are used among individuals. It is about lending away things, that belong to one, to others so they can use it or the other way around, to receive items from other people to use them (Belk, Why not share rather than own?, 2007). This includes for example lending clothes from one person to another (Albinsson & Yasanthi, 2012). Usually, lending is also a non-profit, P2P method of CFC. The principle is very simple. Individuals just lend people their clothes for special occasions without any compensation. That way, people do not have to buy new clothes anymore but rather just borrow them from family members, friends etc. The reasons to participate in sharing can be different. One reason is the negative impacts of consumption on the environment, a second one is saving money and another one is socialization, so that people have the opportunity to get in contact with other people (Albinsson & Yasanthi, 2012).
So in essence, while normally the life cycle of a product is over after a person’s using phase, the just mentioned methods of CFC should be applied with the intention to extend the products’ life. Figure 9 shows a baseline scenario of a product’s life compared with an item’s life cycle using one method of CFC.

**Baseline scenario**

**Collaborative consumption scenario**

So basically, when using principles of CFC, the life of a product is not over after a person’s using phase. After the using phase of a person and the end of a product’s life
for this person, the product returns into the retail market and is reused by applying one of the methods mentioned above.

**Drivers of CFC**

Drivers for acquiring already existing clothes are a mix of hedonic conditions, utilitarian needs environmental aspects (Arnould & Bardhi, 2005).

**Hedonic motives**

The possibility to find rare objects, that are neither mass produced nor available to buy in mainstream stores, and with which consumers are unique, the wide range of clothes of all types, the hunt of bargains and also the social interaction fall under hedonic motives (Guiot & Roux, 2010). Furthermore, also the opportunity to combine these unique, rare clothes, which delivers fun and satisfaction, as well as expressing individuality represents hedonic motivators (Perry & Chung, 2016). Combining different second-hand clothes and being creative with outfits on the one hand satisfies the desire for constant newness and on the other hand it is cheaper and reduces costs (Armostrong, Niinimaki, Kujala, Karell, & Lang, 2015).

**Utilitarian motives**

Utilitarian motives include primarily saving money. This is the key utilitarian driver for buying or acquiring already used garments, because in most cases it is cheaper than buying new clothes. Markets with already worn clothes are not only something for consumers who have limited finances, but also for people who want to reduce their overall expenditures on new clothing. The lower price of already used items increases the consumers’ demand and willingness to participate in this market (Guiot & Roux, 2010). Consequently, finding good bargains that would have been unaffordable otherwise is a key factor of motives for CFC too.

**Environmental motives**

Doing something good and with less harming effects on the environment also presents an important reason of why people are participate in CFC. By avoiding the mainstream
and mass producing market, unnecessary waste for instance can be reduced. This leads to positive consequences for the environment (Guiot & Roux, 2010).

Generally, it can be emphasised that many consumers today want to distance themselves from a wasteful community and even more people enjoy buying less brand new, but more unique instead of mass produced mainstream clothing.

2.3.3 Smart Shopping

Smart shopping describes a form of shopping where the main goal is to find the best price-quality offer by comparing and seeking information. Mano and Elliott (1997, p. 504) describe smart shopping as “a tendency for consumers to invest considerable time and effort into seeking and utilizing promotion-related information to achieve price savings”. Nowadays, people pay more attention to find the right products with a good quality-price relation and do not buy the first thing that comes into their eyes and minds. Essentially, smart shopping is about information gathering, planning, preparation and organization and finally shopping enjoyment in order to save time as well as money (Kim, 2012). Especially when people go shopping for clothes, consumers compare a lot. They compare aspects such as sustainability, quality, price and style (Kim, 2012).

A method therefore is the usage of QR (quick response) codes. They are a kind of mobile advertising method, that basically are barcodes and can result in contents of information about a product when it gets scanned by a phone camera with the ability to read these codes. This represents a great and fast opportunity for consumers to get information about certain products and compare them afterwards (Duo & Li, 2008). In relation to fashion and clothing, QR codes are used to deliver information about the production, such as the country of origin, dyes and materials that have been used, under which circumstances and how it was produced and how the product quality is. In most cases, the QR codes are put on their clothes’ label (Strähle, 2016).

2.3.4 Green Consumerism

The main characteristic is thinking of the environment while purchasing and consuming items. Over the past decade, consumers increasingly demand more green products and
are willing to pay more if they know they are doing something good for the environment with their purchases. The biggest goal of green consumption is therefore to benefit instead of harming the environment (Solomon & Rabolt, 2004). Recycling correctly and turning back the overall consumption also forms part of this trend, while one consequence of this behaviour is waste reduction.

2.3.5 Ethical Fashion

Ethical fashion is often compared with fair trade and ecology and intersects more or less with green consumption. Nevertheless, the difference to green consumerism is that ethical consumption is less concentrated on the consumer side and less connected with self-interest (Flatters & Willmott, 2009). It is defined as “fashion with conscience” and more and more ethical clothing companies appear, such as American Apparel, Edun or Gossypium. The main goal of these companies is of course to produce fashionable clothes and attract young people with it. But the difference to other mainstream clothing companies is, that they produce garments ethically, with good working conditions for the workers on the one hand and having a sustainable business model in the country of origin of the clothes on the other hand (Joergens, 2006). So ethical fashion especially pays attention to produce objects without harming neither the environment nor any workers. Therefore, organic material is used in the production in order to not unnecessarily harm the environment (Mirza, 2004).

All in all, ethical fashion can be described as appealing clothes, involving principles of fair trade. Namely, protecting the environment by using organic, recyclable and biodegradable cotton and fibres and sweatshop-free working conditions. There are different principles of how ethical fashion can be done. One possible system for instance is ever more that retailers offer recycled clothes that have been renewed (Clark, Slow Fashion: An Oxymoron or a Promise for the Future...?, 2008). According to some studies, people are willing to pay more for a certain product when they know it was made under good conditions and does not have any negative impacts on the nature (Pookulangara, Shepard, & Mestres, 2011).
Animal testing

A sub-term or sub-trend of ethical fashion is animal welfare. The main goal is to protect animals more and to pay attention to well-treated conditions. An ever more important objective hereby is to avoid animal testing. Animal testing is especially widespread in the cosmetic field, as they test the products on animals before it comes to selling them. A success in this section was received in 1994 and 1997, when two big cosmetic companies, L’oreal and Gillette, decided to avoid using animal testing for their products. Many well known brands such as Wella, Neutrogena, Boots, Max Factor, Rimmel, Revlon, Yardley, Chanel and Estee Lauder followed during the period of 1989-1997 and stopped testing their cosmetics on animals. The number of companies using animal testing experienced and still is experiencing a huge decrease. In the UK for example the number of companies applying this doubted method was 3.082 in 1991, while two years before, in 1989, it was still at 12.090. The company which is probably known the most for not adopting animal tests is “The Body Shop”. It’s dramatic economic growth shows the positive attitude of consumers towards such non-animal testing companies (Irving, Harrison, & Rayner, 2002).

2.3.6 More individuality

The literature shows that people also pursue the sustainable consumption trend because of individuality. In recent articles published in the New York Times, it is said that people are not as easy to influence anymore and therefore fashion trends are loosing their importance (LaFerla, 2012). Because of the internet for example, people have access to many different style websites where they can get new ideas from. Consequently, individuals create their own styles with their new, gained inspirations. So basically, people follow their own tastes more and are looking for items with more individuality (LeBlanc, 2012). In total, people want to be more individual and do not want to wear clothes that everybody has because you can buy it at H&M or Zara, but rather prefer having something unique. At this moment of time people want to stand out of the crowd and do not want to follow the mainstream and mass produced fashion trends.
2.3.7 Custodian Behaviour

People that fall in that category resist buying mostly because of the waste. A study shows that about 1,000,000,000 kilo-grams textile waste land in disposal sites every year (Morgan & Birtwistle, 2009). According to custodian consumers, the population from today has to appreciate the non-materialism again. Basically, it has to re-learn how to enjoy not possessing a lot (Cross, 2000). Custodian consumers are against the habits of throwing away old things that are not used anymore. They rather keep and store things, without having a special reason (Maier, 2004). Their behaviour goes beyond collecting and storing, it is more like they “hoard” things in order to avoid the wastefulness.

2.3.8 More simplicity

This trend of resisting mass-consumption has nothing to do with the protection of people and environment, it just consists of living a simpler life. Many individuals feel overwhelmed by having too many choices. In contrast, they have the desire for more simplicity that facilitates the decision making process. Therefore, the demand for “back to the basics” is increasing. There is currently a trend for buying more from trusted brands and also advisers with a good know-how are becoming ever more importance. This is because it simplifies and accelerate the decision for the consumers (Flatters & Willmott, 2009).

2.3.9 Socially Responsible Consumption (SRC)

SRC describes a group of people in today’s society who are aware of the negative fashion consumption effects. There is a big trend of SRC, because more and more social responsible consumers appear in societies nowadays. According to Roberts (1993), a socially responsible consumer is a person who buys items to have a positive or less harming influence on the environment or with the intuition of effecting some positive, social changes. Additionally, these consumers are against sweatshop conditions and underpaid wages. SRC consists of two aspects., the environmental one and secondly the social one (Roberts, 1993).
Interesting is, that older people as well as females tend to be more responsible consumers than others and it is notable that responsible consumers are mostly well educated (Dickson, 2005).

2.3.10 Do-It-Yourself (DIY)

Recent literature states that people who apply this method do not do it because of financial problems, it is rather seen as a “lifestyle choice” of today’s society (Mintel, 2001). People create or re-design clothes by themselves, what gives them the opportunity to shape clothes according to their own taste. There is also the opportunity to buy clothing items after they have been re-designed by designers. Lamine Kouyaté for example changes the style of already used and unwanted clothes and adds some embellishments to create new clothing pieces (Rovine, 2005). There are many ways to pep-up a basic T-shirt or clothes that were found in the wardrobe and are not worn anymore because their appearance is not attractive enough. Adding some accessories for example makes clothes more unique and more and more people doing things themselves simply because of joy.

2.3.11 Create Value from Waste

A popular trend is also to create value from waste. Products that normally would be thrown away should not immediately land in garbage. The idea is to rather restore or re-design products or just save specific components or materials of a product to reuse them for creating new products. That way, technical and natural resource stocks can be build up and the need for new resources and raw material can be avoided (Webster, 2015). Furthermore, value could be created or kept by repairing or upgrading clothes with a new design instead of throwing it away. Repairing something is especially interesting and worth it, when it is an expensive item (Pal, 2017).
2.3.13 What are the motivators for people to practice sustainable consumption?

As stated in the literature, the most important reasons why people follow the green, sustainable fashion trends more and more are on the one hand connected with the growing awareness of the negative impacts of fashion consumption for environment and nature, and on the other hand the people’s realization that shopping leads to dissatisfaction and stress. When someone shops excessively and frequently and spends too much money and energy, it is often stated that it makes people feel exhausted and stressed (Prothero & Fitcher, 2000).
3 Methodology

The main goal of the study in this thesis is to find answers to the following research question:

“THE TRENDS AGAINST MASS-CONSUMPTION - what drives people to shop excessively nowadays and what leads people to change their shopping behaviour?”

While answers to the first part of this question, “what drives people to shop excessively nowadays”, were found in existing literature and are stated under point 2.2., there is not very much existing literature about the second part of the research question “what leads people to change their shopping behaviour”. The current trends in shopping behaviour and motivations for people to follow them, that have been found in literature, are explained under point 2.3. The objective of this study is to examine if new or more trends exist in todays shopping market and to evaluate the reasons for them. Overall, the main goal of this research was to find out firstly why people shop, if it matches up with the current literature, secondly what kind of trends against excessive shopping behaviour they already apply in the current market and why, and finally what must happen to think more sustainable and follow these trends more.

3.1 Research Design

In the following, it will be presented how the research was organized. In this case a qualitative research method was applied. Qualitative interviews were held and led to useful results. Qualitative interviews will be explained and integrated in this certain case.

3.1.1 Research Method

The research method applied in this thesis is a qualitative method, namely in-depth interviews. Interviews allow the researchers to get a better insight into people’s behaviours and to find out the motivations and meanings for these
behaviours. Basically, interviewing someone helps to get a better understanding of people’s behaviours, feelings and knowledge (Seidman, 1998). Rubin and Rubin (1995) further state that with the help of qualitative interviews it is possible to find out what others think and do and for which reasons. Interviews give researchers the opportunity of better understanding people’s experiences in any situations and to rebuild occasions even though they did not participate in them. The aim of qualitative interviews is simply to find out why and how certain things are happening and the approximate time of one interview is 20-60 minutes (Rubin & Rubin, 1995).

Additionally, it can be differed between structured, semi-structured and unstructured interviews. In this study, the method of semi-structured interviews was used. Semi-structured interviews are open-ended (respondents can answer with more than just yes/no) and the interviewed people can answer with a certain level of freedom and flexibility. Semi-structured interviews follow some key questions, but also give both sides, the interviewer as well as the interviewee, the opportunity to go in a certain direction and deviate if there are some other opinions and ideas. It allows interviewers to ask follow-up questions which were not planned in advance and just popped up during the conversation (Gill, Stewart, Treasure, & Chadwick, 2008). In essence, there is a guide of questions prepared in advance which consists besides the central question, also of many smaller questions attached to this main question and leaves space for further question appeared during the conversation on both sides (Creswell, 2007). Usually these kind of interviews are recorded or the researchers take notes which get transcribed afterwards. After interviewing and transcribing, the goal is to link all interviews together and to find similarities (Burnard, 1991).

In relation to this thesis, qualitative interviews were carried out in order to receive the best results. The main goal is to find answers to the research question mentioned above under point 3, with the help of qualitative interviews. Qualitative interviews offer the opportunity to consider if there are new findings. With this method it is possible to ask more question than just the prepared key questions. If the respondents do not give satisfying answers, the
interviewer is able to keep asking or to diverge the conversation until there is as much information as needed.

### 3.1.2 Sampling

First, it was discussed about what would be the best target group for this case and what kind of people should be interviewed. So which type of people bring the highest probability to find essential answers which help to find solutions and achieve the best outcomes. For that, it has to be identified in which sectors people with excessive shopping tendencies buy the most and in which kind of branches the mass-shopping trends are noticed the most.

*Table 1: Buying Preferences in Subjects with Compulsive Buying Tendencies*

<table>
<thead>
<tr>
<th>Item</th>
<th>Christenson et al (n=24)</th>
<th>Schlosser et al (n=46)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing</td>
<td>96%</td>
<td>72%</td>
</tr>
<tr>
<td>Shoes</td>
<td>75%</td>
<td>35%</td>
</tr>
<tr>
<td>Jewellery</td>
<td>31%</td>
<td>26%</td>
</tr>
<tr>
<td>Makeup</td>
<td>33%</td>
<td>22%</td>
</tr>
<tr>
<td>Collectibles</td>
<td>25%</td>
<td>20%</td>
</tr>
<tr>
<td>Antiques</td>
<td>25%</td>
<td>9%</td>
</tr>
<tr>
<td>CDs/Records</td>
<td>21%</td>
<td>35%</td>
</tr>
<tr>
<td>Art</td>
<td>17%</td>
<td>4%</td>
</tr>
<tr>
<td>Cars/Auto Parts</td>
<td>17%</td>
<td>-</td>
</tr>
<tr>
<td>Electronics</td>
<td>-</td>
<td>15%</td>
</tr>
<tr>
<td>Housewares</td>
<td>13%</td>
<td>-</td>
</tr>
<tr>
<td>Books</td>
<td>13%</td>
<td>2%</td>
</tr>
<tr>
<td>Food</td>
<td>-</td>
<td>11%</td>
</tr>
</tbody>
</table>
Christenson et al (1994) and Schlosser (1994) observed the buying preferences in connection with compulsive buying tendencies, whose results are shown in table 1. It can be seen, that people with excessive shopping tendencies in most cases buy clothes, followed by shoes, jewellery and makeup. After seeing this table, it was clear that people who can identify themselves with one or more of the named items must be interviewed. Thus, it was decided that people from these most affected branches, especially clothing, shoes, jewellery and make-up, have to be interviewed in order to achieve the best results. The goal was to interview people from the consumer side as well as from the employer side. In case of the consumers, six people of different ages, which stated that they go shopping on a regular basis, were interviewed. And on the other side, the employer side, four people who work in one of the sectors and show experiences in branches mentioned in the table above were selected.

In the following table the interviewed persons are listed namely, showing their ages and professions.

<table>
<thead>
<tr>
<th>NO.</th>
<th>NICKNAME</th>
<th>AGE</th>
<th>GENDER</th>
<th>PROFESSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Michaela</td>
<td>52</td>
<td>F</td>
<td>Employee in an accessory shop</td>
</tr>
<tr>
<td>2</td>
<td>Elfriede</td>
<td>48</td>
<td>F</td>
<td>Nurse</td>
</tr>
<tr>
<td>3</td>
<td>Tobias</td>
<td>21</td>
<td>M</td>
<td>Employee in an advertising agency</td>
</tr>
<tr>
<td>4</td>
<td>Christina</td>
<td>24</td>
<td>F</td>
<td>Law and economics student</td>
</tr>
<tr>
<td>5</td>
<td>Gudrun</td>
<td>49</td>
<td>F</td>
<td>Shop assistant of Hofer</td>
</tr>
<tr>
<td>6</td>
<td>Valerie</td>
<td>23</td>
<td>F</td>
<td>Occupational Therapist</td>
</tr>
</tbody>
</table>
As it can be seen in this table, nine out of ten interview partners are female. This is for one simple reason, no more males who show symptoms of an excessive shopping behaviour could be found for these interviews. All the males who were supposed to be interviewed pointed out that they mainly shop via online shops, but since this thesis is focused on the actual shopping activity of visiting shops, they did not seem like appropriate interview participants. Furthermore, four of the participants are experts. They were chosen, because they have a different point of view of the fashion industry and can assess the whole sector from a more objective position, with the help of their experience in the fashion sector.

In the following parts of this thesis we will distinguish between “consumers”, which were interviewed from their own, private consumer perspective, and the “experts”, which describes the people with experience in the fashion industry.

### 3.1.3 Data Collection and data analysis

To begin with the data collection, the interviews were prepared and organized. The interviews took place in an everyday environment of the respondents either in person face to face or via video call, because many respondents were difficult to reach due to the distance. The duration of one interview was...
between 30 and 45 minutes, depending on the circumstances and the respondents. I was trying to create a positive, pleasant and trusting atmosphere. All interviews were held in German, recorded and afterwards translated, word for word analysed and important facts were written down and transcribed.

At first, the data was collected with the help of in total ten qualitative, in depth interviews. The interview was started with a story telling from my personal life, which explains what led me to choose this topic. Storytelling is a perfect and modern way of getting a really close access to peoples’ experiences and feelings. It also transfers the feeling of trust and is a great way of breaking the ice at the beginning of an interview or a conversation, hence telling stories speaks to the emotional side of a person. They deliver backgrounds and help to make things more comprehensible, touchable and make it more easy for people to identify themselves with any situation (Thier, 2006). Subsequently, the interview consisted of two main parts. The first part was about getting general information about the respondent in order to check if they are suitable and the right interview partner. When interviewing the consumers, it was necessary to find out if the people shop on a regular basis and show any characteristics of excessive buying behaviour and on the other side, while interviewing the experts, it was important to assure that they have several years of experience in the fashion sector and are familiar with that branch. Furthermore, some general opinions and their points of view regarding excessive consumption were asked and the goal was also to find out what actually motivates and drives people to go shopping. Additionally, the respondents’ attitude towards trends against excessive shopping behaviour was inquired. Essentially, the main goal of the first part of the interview was to obtain information about their current shopping behaviour and a short insight into the personal life of the respondents whilst asking open questions and without influencing them in any possible way.

On the other hand, in the second part of the interview the interviewees were influenced a little bit by showing them two different frameworks. The first one showed the negative consequences of the fashion industry for the environment,
workers and society with shocking facts. And in the second framework all currently existing trends that could be found in the literature were shown. After each framework the participants were asked if they were aware of all these negative and shocking consequences and the existing opportunities to avoid mass-consumption by applying one or more of the trends. The goal was to see the difference between the first part, where they were asked open questions about their general opinions, and the second part, after they have been influenced. It was about finding out how or if their reaction was different after confronting them with all the negative and bad consequences and if they are more likely to make changes in their shopping behaviour after showing them all these shocking facts and making them clear which possible ways of avoiding mass-consumption exists.

Of course the questions varied a little bit, depending if consumers or experts were interviewed. However, in either case the research participants received a short overview in advance about what the interview will be, but remained mainly uninformed about the details and what they will be asked exactly during the interview. This is important in order to gain spontaneous answers, which could not be prepared before the interview (Küsters, 2009).

At the same time as the interviewing phase, the analysing phase took place already. In this case, the ground theory was applied. Regarding qualitative research methods, the grounded theory is the most popular and common one which is used to collect and analyse data. It was explained and examined first by Glaser and Strauss in 1967. A main feature of ground theory is that it requires simultaneous data collection and analysis with the goal to generate a theory at the end of the research process. During the whole process of research, from the beginning until the end, the researcher is constantly coding and comparing data. This distinguish the ground theory from other methods, where it is common to first collect all the data before starting with the analysing process (Glaser & Strauss, 1976).
In many cases, as well as in this thesis, the data is collected with the help of interviews. After the first data is collected, the analysis process begins. This is fundamental, because it has influence on the following interviews. Researchers know what they have to involve in their next interviews, what should be avoided or which questions have to be changed in order to receive the desired answers (Corbin & Strauss, 1990).

The most important step of the analysing process is to code the data. Coding consists of three levels, namely open, axial and selective coding. With coding, the researcher breaks down the received data from the interviews, subsequently groups it into codes that at the end turn into a theory (Glaser E., 1978).

*Open coding* is the step where categories are created. Here the data gets compared, it is searched for similarities and differences and the whole data gets decomposed into specific parts. Happenings, features, actions, events or interactions that turned out to be similar are grouped together into concepts of same nature. These concepts are further categorized into even more discrete parts called categories (Strauss & Corbin, 1990). According to Corbin and Strauss (1990), this first step of the coding process is essential as "fracturing the data forces preconceived notions and ideas to be examined against the data themselves" (p. 13).

*Axial coding* is understood as the stage where the data, fractured through open coding just before, is restored in new findings. Similarities between concepts and categories and new potential categories should be found (Strauss & Corbin, 1990).

*Selective coding* represents the last step of the coding procedure, where categories turn into actual theories. All generated categories are brought together into core categories which are seen as the essential belief of the grounded theory (Strauss & Corbin, 1990).

Beside the coding procedure, memos also represent a fundamental component of the ground theory. Writing memos begins with the first interview and have
the aim to provide explanations of the generated concepts and codes. Additionally, memos are known for helping researchers to better handle the dataset, to facilitate the understanding of the data and to think more critically and out of the box (Charmaz, 2014). It is about writing down relationships between the codes and ideas and therefore memos can be sentences, paragraphs or pages (Glaser E., 1978)
4 Findings

Following the collection and analysing of data, detected results in reference to motives to shop and current shopping trends are presented in this chapter. The outcomes of this thesis are mainly deductive but also in some cases inductive. In the literature, the term deductive is explained as testing existing theory and confirming or negating it, while the inductive method is more about creating their own theory (Haider, 1999).

So since the results are on the one hand assuring and confirming the existing literature and theories and on the other hand completing and extending them by showing new findings, they are both deductive and inductive. Fundamentally, the results deliver explanations and answers firstly to the question why people shop in an excessively manner, and what drives them to do so and secondly they provide insights in the current tendencies regarding trends against this excessive shopping behaviour. It will be finished by observed solution proposals of what must happen in order to motivate people more to follow these trends and make them rethink their consumption behaviour.

4.1 Reflecting on self: feelings attached to shopping

It was observed, that people who go shopping on a regular basis, at least once a week, connect shopping with positive as well as with negative feelings. This chapter of the interview helped breaking the ice with the respondents and brought some detailed insights in their everyday life with shopping. It should show their personal attitude towards shopping.

4.1.2 Positive feelings

Regarding positive feelings, it turned out that all respondents from the consumer side have positive feelings during the actual shopping activity.
“I go shopping at least once a week, it is a balance to my work and I just need it. It sets me up, I feel comfortable in shopping centres and enjoy doing it” (Michaela, 52, consumer).

“The best part of shopping is the activity by itself. When I go shopping I can set my mind free. Others go on vacation, I go shopping” (Valerie, 23, consumer).

Statements like these clarify that consumers attach positive feelings to the actual activity of going into shopping malls, stores etc. and enjoy the activity by itself. While this finding is not really surprising and that outcome was more or less expected, another discovery was more unforeseen. Gudrun for example mentioned that:

“When I left a store last week without buying any garment I experienced one of the most positive feelings associated with shopping. I stayed strict to myself and decided against my desire to buy a piece of clothing which I do not even need. That was a sense of achievement” (Gudrun, 49, consumer).

Besides Gudrun, four others also stated that they feel happy and have positive feelings when they come out of a store without having purchased any clothing. The reason for this is, because they know they do not need any more garment since they have plenty at home already, but still often can not resist to buy another one. If they stayed strong and saved money instead of buying an unnecessary piece of clothing, they connect it in retrospect with feelings of pride or success.

The last striking keyword that is related to positive feelings is bargain. For Tobias, 21, consumer, finding a cheap bargain triggers some really positive feelings in him:

“Finding a cheap bargain is kind of a success for me. It makes me feel like I’ve achieved something big today and makes me feel proud of myself”.
Also Michaela, 49, consumer and Christina, 24, consumer, underlined the fact that discovering an attractive piece of clothing for a reasonable price leads to a positive state of mind.

4.1.3 Negative feelings

Besides all these good feelings that a regularly associated with shopping, it could be seen that also a lot of negative feelings are experienced, especially after the actual act of shopping. Particularly Elfriede’s as well as Gudrun’s statements pointed out the strong feeling of remorse that can be felt by consumers after a purchase.

“Specially when I was younger I often regretted my purchases. Sometimes I even hid my new clothes, because I did not want to admit I bought something new again. When someone asked me if I am wearing a new T-Shirt, I lied and said that I have had it for a while and just hadn’t worn it for a long time” (Elfriede, 48, consumer).

“It has happened several times that I felt so guilty after buying garment which I didn’t need, that I hid the newly bought items in my closet. I felt ashamed and I just left them in there for couple of months or even years” (Gudrun, 49, consumer).

These two announcements and many other similar ones show the finding of remorse after purchasing items which weren’t needed and totally unnecessary. All of the interviewed consumers, without any exception, made at least one comment that lead to the finding of feeling guilty after buying unnecessary items.

Summing up, it can be stated that shopping is associated with many positive and negative feelings, during and after the act of shopping. While positive feelings are triggered mostly during the act of shopping, negatives feelings are noticed mostly afterwards.
4.2 The quest of why: drivers to go shopping

In the theoretic part earlier in this thesis, many different reasons of why people shop and buy were listed (under point 2.2.2). These were the motives that could have been found in literature. This part of the interview was about finding out, if the findings of the literature can be confirmed or if there might be any new discoveries in the current market. It was seen, that people go shopping for many different reasons. Notable is, that not even one of the respondents stated that they go shopping because they have the actual need for something. Below the reasons for why people go shopping nowadays in a really excessive manner, that have been discovered during the interviews, will be presented.

4.2.1 Boredom

One of the reasons that have been mentioned by all of the interview partners, without any exception, was being bored. All of them made expression which led to the result that they were obviously visiting shopping centres, malls or stores, because of the simple reason of boredom. Some of them used the word “bored” in their explanations of why they go shopping and some of them described it with other words, not using the word “bored” or “boredom”, but by means of their statements it was still noticeable that they go shopping because they are bored.

“I am off of work everyday at around midday. When all my friends are still at work and I do not know what I can do I just go shopping. That is the reason why I am at shopping centres at least three times a week” (Tobias, 21, consumer).

“I do not know what to do” was a code word or code sentence that fell under the category boredom and was made in the course of analysing the data.

So Tobias’ expression could be identified as boredom, even though he does not use the actual word “bored” or “boredom”.

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“Sitting in front of the TV a whole day and being bored on a day off day kills me. I would prefer visiting some shops to get out of the house. This is especially the case on rainy days” (Gudrun, 49, consumer).

“The reason why I go shopping most of the time is because I am bored” (Elfriede, 48, consumer).

These statements all stem from costumers that have been interviewed. It has to be emphasized again that not only costumers have been interviewed but also experts who work in the fashion sector and have some years of experience with it. Besides the costumers, also all the interviewed experts announced that they can notice that most of the clients today do not come into their shops because they need something, but rather because they are bored.

“Specially on the weekends, in winter and when it is bad weather in general our Zara store is extremely crowded. I think that is because people do not have anything to do and do not know what to do with their time” (Sophie, 24, shop assistant at Zara).

Here it is the same case as before. Sophie does not use the word “bored”, but still it was noticeable that she wants to say that people especially go shopping when they have too much free time and are bored.

“Going shopping in todays’ society is just a way to kill time. If people are bored, they go shopping” (Andrea, 53, A-Zone store manager).

On the basis of all these statements from the consumer as well as from the expert side, it is undoubtable that being bored is a main motive for people to go shopping.
4.2.2 Social aspect

The social aspect regarding shopping explains on the one hand that people do not visit shopping centres because they want to buy something, but rather use shopping premises as meeting points with friends, family members or other people. And on the other hand also that people often go shopping accompanied by others falls under this category. Typical comments which showed that many people go shopping due to social reasons were:

“My sister and I have the habit that we go on a shopping trip together once a month. It is a great opportunity to see each other and besides that shopping makes more fun together” (Elfriede, 48, consumer).

“I often go into a shopping centre to have coffee or meal with friends. Of course it doesn’t stay with only drinking coffee, after we’ve had our daily talk we go visit some stores together” (Valerie, 23, consumer).

“When I go shopping by myself I often meet new people and talk to them. It is a great opportunity to get in touch with people from every age” (Tobias, 21, consumer).

As soon as the respondents said they integrate other people in their shopping activity or named other people they go shopping with, it was categorized as a social aspect. In general, it was examined that a lot of people combine their shopping experience with meeting other people. While mothers often use a shopping trip to spend time with their kids, for younger people it is more important to meet friends and talk about the latest news while having a drink or meal in a shopping break.

4.2.3 Bargain hunting

Surprising was, that apparently finding cheap bargains or sales in a store are main motives to shop for most of the participants. Eight out of ten connected shopping motives with bargains. Regardless of how old they are, consumers as
well as experts from every age emphasized the importance of finding cheap items.

An expert, Sophie, 24, shop assistant at Zara, for example said:

“When we have summer- or winter sales the people go crazy. Our shop is full like at no other time of the year and everybody just wants to catch the best bargains”.

Especially Michaela, 52, consumer, enjoys finding cheap products.

“Looking for bargains is a reason for me to go shopping. It is so much fun and when I find an appropriate item to a cheap price it feels like a little success”.

Overall it can be seen that sales and discounts entrap people a lot to buy and go shopping. Most of the participants admitted that they enjoy it when they find a discounted item and barely never leave a store where they have sale.

“Even though I did not have the intention to buy anything in advance, if I go into a store where they have some discounted products I barely never leave the store without buying at least something small” (Christina, 24, consumer).

4.2.4 Influence of media

One of the main reasons for the excessive shopping behaviour of today’s society is the influence of media. During the last years, social media played and still plays a very important role. Whether Instagram, Facebook or traditional fashion magazines, people are influenced everywhere. That is confirmed once more with that interview, where more than half of the interview partners indicated the influence of media.

“People are getting influenced a lot by bloggers on social media. Bloggers are the ones who set trends today and especially young people want to follow these trends” (Manu, 45, Brandboxx exhibition manager).
“I am sure a reason for many people to shop is because they want to be up to date with the latest trends, which are shown in media. If an important person for example shows their newest fashion items, especially younger people want to have them as well” (Sofia, 24, Esprit shop assistant).

“To be honest, if I surf on Instagram and I see a clothing looking good on someone, I immediately try to find and buy it” (Christina, 24, consumer).

With the help of these statements it can be said that the influence of media is doubtless one of the biggest motives that lead people to buy products and go shopping on a regular base.

4.2.5 Status symbol

In this case, it was above all striking that all of the four experts mentioned this reason, but none of the consumers. The experts stated things just as:

“People go shopping to feel better and also to make a better impression on other persons” (Manu, 45, Brandboxx exhibition manager).

“They buy clothes to boost their self confidence and to show what they have” (Sofia, 24, Esprit shop assistant).

“Clothes show who people are, that is simply why they go shopping all the time” (Andrea, 53, A-Zone store manager).

An explanation for why only experts stated this reason is probably because they were not asked about themselves, but more what they think about their clients and the people in general in today’s fashion market. They were asked more objectively, while the consumers were asked to talk about themselves and their own reasons. It is imaginable that people who are asked about their own lives and habits do not want to admit that they go shopping for prestige and to leave a good impression with others.
The above explained reasons boredom, social aspect, bargain hunting, influence of media and status symbol were the five most striking ones. Each of them was mentioned by at least half of the people which leads to the decision that these are the most common and widest spread reasons for going shopping. Apart from these five, also some other motives for going shopping have been noticed, such as shopping as hobby and leisure activity, looking for new trends or window shopping. They are not explained more detailed, because each motive was mentioned only by two or three people and are therefore not of great importance. The focus on this chapter is on the most important reasons and to observe especially them in detail.

4.3 Perception of current trends

The goal of the following interview part was to examine the attitude of the participants towards current trends in the fashion market, that try to work against the mass-consumption. This chapter of the interview was about finding out how peoples reaction is to trends that exist currently on the market against the mass-consumption when they are asked spontaneously, without any influence and how, or if their reaction is different when they are confronted with all the negative impacts of the fashion industry and the alternatives or trends that exist on the market to avoid mass-consumption.

4.3.1 Perception without any influence

First of all, it is to emphasize that regarding trends and awareness of bad impacts of the fashion industry, there was a huge difference between consumers and experts obvious. When asking the consumers open questions about their opinion about more sustainable fashion trends, they barely could say anything. Most of them just gave answers like:

“I noticed that some trends exist that follow more sustainability. Especially during the last two years I heard more about it on TV and other media”
(Michaela, 52, consumer).
“Yes it could be that there are some trends, but honestly I have never paid attention to them” (Tobias, 21, consumer).

So basically it was noticeable that almost none of the consumers are well informed or know much about current sustainable trends in the fashion market. Far more than half of them stated that they think there are some trends and that they hear about them more frequently for example in public, but barely anyone knew any more. With the exception of one consumer, all the participants said that they are not really interested in such trends and that they do not really play an important role for them.

In contrast to the consumers, the four interviewed experts acted absolutely different. When they were asked what they think about sustainable fashion trends that work against the current mass-consumption, they immediately started talking non stop and highlighted how important they are in todays’ world.

“The trend of todays’ fashion market is definitely in the direction of sustainability. Ever more people realize how important it is to make a change, for us and for our environment” (Andrea, 53, A-Zone store manager).

“It is undoubtable that there are many fashion trends against this mass-consumption nowadays. I am personally a big fan and try to support them as much as I can also in my personal life” (Manu, 45, Brandboxx exhibition manager).

The difference between consumers and experts is obvious. While the consumers do not really care about what is going on in the fashion industry regarding sustainability and the existing possibilities to combat mass-consumption, the experts are a few steps ahead on this topic.

4.3.2 Perception with influence

The most interesting and revealing part of the qualitative interviews was the following. A framework that gives an overview of all the dramatic impacts of
the fashion industry on the whole environment as well as on people was shown to the interview participants. They received an explanation of all the negative consequences that the current existing mass-consumption brings and how important it is to start to rethink ones shopping and consumer behaviour. It was really interesting to see all the different reactions of the interviewees. Also here the reaction between consumers and experts was really contrasting. On the one hand, the consumers reacted really shocked and surprised and on the other hand the experts seemed quite familiar with all these negative consequences.

“Wow, it is a disaster! I am lost for words. I knew that there are some negative impacts, but I was definitely not aware of that scale” (Michaela, 52, consumer).

“Of course I knew that mass-consumption is not good for the world, but I honestly never thought about all these negative influences” (Valerie, 23, consumer).

“Particularly awful is the fact with the water use, I am really surprised that the consequences of going shopping are that bad” (Elfriede, 48, consumer).

All these predications make clear that almost none of the consumers were aware of the negative results of going shopping and buying. Only one out of six the consumers that were interviewed stated that she was aware of all these negative impacts. The experts replied completely different once again. Generally, all of the four interviewed experts replied that they were aware of every negative impacts that the fashion industry leads to.

“People have to learn that buying cheap is actually really expensive in terms of our environment and the workers” (Andrea, 53, A-Zone store manager).

“I knew about it, because I work in that sector and you are confronted with it regularly. The problem is that most of the people do not know about all these negative consequences” (Sofia, 24, shop assistant at Esprit).
It was figured out, that all of the experts are well and much better informed as the consumers and aware of every negative impact of the fashion industry. The explanation therefor is, that all the experts are in touch with fashion every day. They work in that sector 40 hours a week and know what is going on. On the one hand, they know for example where the clothes are deriving from and have better information about the clothes background and on the other hand they are just more interested in what is currently going on in the fashion industry. Hence, they are constantly keeping themselves informed about the latest trends, which is currently the trend to more sustainability due to all the dramatic circumstances.

“I watch a lot of documentaries in my private life to be well informed. The current conjunctures are dramatic. It has to change!” (Manu, 45, Brandboxx exhibition manager).

This statement is one example of how people who work in the fashion market stay up to date and why they are way more aware of all negative consequences than consumers.

Furthermore, after confronting them with the dramatic facts about the consequences of the fashion industry, the current trends which work against the mass-consumption and therefore try to avoid these impacts, were presented. All alternatives that have been found in the literature were listed on a framework with a short explanation. Thus, the participants received an overview about what they can do to prevent harming the environment and workers.

Extremely conspicuous in this part of the interview was that specially the consumers started to think about their shopping behaviour all of a sudden. In total six consumers were interviewed, whereat three of them are younger than 30 years and three of them are older than 30 years. The three women over 30 were way more understanding than the younger ones. They started to analyse their shopping behaviour and to think about what they can change in order to protect the whole planet more.
“After seeing these tragic circumstances and how many possibilities that exist to reduce the negative impacts, I definitely want to change my consumer behaviour” (Michaela, 52, consumer).

“In future I will pay more attention to what I am buying” (Elfriede, 48, consumer).

Only one interviewee, namely Gudrun, 49, consumer, said that she was aware of all these facts and is following many of the shown sustainable trends already, mainly because of the reason of not harming our planet.

In summary it turned out, that firstly confronting people with negative facts and showing them how bad todays mass-consumption in fashion industry is for environment and also people, shows great effect. Before presenting all the bad influences and also the solutions for that problem to them, five out of 6 consumers seemed really disinterested and admit that they do not really care or know much about this topic. In contrast after they have been faced with it, all of them started to think about it and their interest was aroused.

And secondly the other big finding here was that by trend older people were hit harder than the younger.

4.4 Experiences with those trends

After showing the participants all the alternatives that currently exist on the market that help to reduce harming the environment and go more into the sustainable direction, they were asked if they had previously made any experiences with one or even more of the listed trends. In addition, it was also important to find out why they do or do not follow them. In the following the most frequently mentioned trends are listed.
4.4.1 Second-Hand

No matter if selling or buying, this trend was the one all of the ten respondents mentioned. All of the interview partners have already had experiences with it at least once in their lifetime. Some of them even do it regularly, as well the older as the younger generation. All of them stated, that they have already visited some Second-Hand shops, but do not visit them on a regular base because the choice is too small.

“Especially among young people it is becoming more and more popular. The problem is, that in Austria there is still not a lot choice available and it is not attractive enough yet” (Sophie, 24, seller at Zara).

“I do not really enjoy going into Second-Hand Shops here. First of all you can barely find any stores and second the garments in there are not really cool. In contrary when I was on holiday in Barcelona for example, they were really cool vintage stores in every corner of the city, with a great design and also attractive clothes” (Tobias, 21, consumer).

“I really like the idea of buying in Second-Hand Stores, but I live in Salzburg and I do not know where to find one” (Christina, 24, consumer).

So the majority of the participants like the general concept of Second-Hand Stores, but they believe that in Austria it is not as popular as in other countries yet, because you can not find them easily. So basically the concept has not been worked out well enough yet in their country.

Another thing that was mentioned by many of the respondents is jumble sale. The tendency here is more to sell their own stuff than to buy already used items. Nine out of ten have sold something at a jumble sale at least once. However, the experiences with it were different. Some made positive experiences and would do it again and some did not really like it and would not
do it again. Regarding the reasons why they sell on jumble sales it turned out that in the rarest of cases it is because of sustainable reasons.

“I sold old clothes on a jumble sale once when I was still a student, because I wanted to make some extra money. But I have to say that the effort was not worth it for the money you got and I would not do it again” (Christina, 24, consumer).

“I am selling my old stuff regularly on markets like that. Firstly, it clears my conscience, because I do not throw stuff away and give other, maybe poorer people the opportunity to buy good clothes for a cheap price. And secondly, of course it is also a great way to make some extra pocket money (Sophie, 24, seller at Zara).

As it can be seen, the opinions here are very mixed. However, also here the experts and older participants stand out to follow this trend more than the others. Additionally, while the younger consumers have sold some stuff at jumble sales because of money reasons in the past, the experts and older ones think more about doing something good for other people and mainly try to avoid throwing away old clothes they do not need anymore.

4.4.2 Animal-Testing

This trend is less about fashion, but more about cosmetic products such as make-up etc. It is worth mentioning, because all of the females, without any exception, emphasized how important it is for them to buy cosmetic products that are made without any animal testing. All of them follow this trend consciously and are willing to pay a higher price for better quality and a clear conscience.

“I buy all my Make-Up products at Mac, because I know they work without any animal testing.” (Sophie, 24, seller at Zara),

“I pay attention to what I put in my face, most important is that no animals were harmed in the testing phase” (Valerie, 23, consumer).
“I try to only use natural cosmetic products and only visit stores where I am sure they do not use animal testing. On the one side because it is better for your skin, and on the other side of course because of the animals”. (Elfriede, 48, consumer).

It is clear that this trend is wide spread all over the whole society and that many, especially females, pay a lot of attention to which cosmetics they buy. Natural cosmetics are healthier for their skin and besides that, the fact that no cosmetics were tested on animals beforehand is decisive.

4.4.3 Collaborative Consumption

In case of sharing, lending gifting or swapping items, more than half of the respondents said that they do it regularly.

“My daughter and I have the same size of shoes and also in terms of clothes we share a lot. This way both of us have more choice in clothes without paying more money” (Michaela, 52, consumer).

“I have many sisters, who also have kids. So when I do not need or use an old garment anymore, I give it to them instead of throwing it away.” (Elfriede, 48, consumer).

Not only the older generation, but also the younger is really active in that trend, what is indicated by the following statements:

“My friends and I often lend each other clothes. Especially when we need something for a special occasion and do not want to buy anything new because we know one of us has it, we just lend it around” (Christina, 23, consumer).

Based on these propositions it can be seen that many people nowadays are following the trend of collaborative consumption. However, the reason for this is not a sustainable reason or because they want to fight against the mass consumption, it is more because they experience personal advantage out of it. Basically many people follow this trend, but not on purpose and before
confronting them with this trend, they didn’t even know there was a trend against mass-consumption.

4.4.4 Do-It-Yourself and Create Value from Waste

Above all the experts referred that they have noticed that more and more people make or redesign their clothes and accessories by themselves. It is one of the latest trends that comes ever more also among younger people. Surprisingly a large proportion of the respondents, namely half of them, indicated that they make stuff themselves, redesigning clothes or reusing old garments for something else.

“Sometimes I redesign old clothes, such as cutting off pants. Lately I also have redesigned some earrings by adding shells I found on the beach. I do it because it makes fun being creative and to be more individual” (Valerie, 23, consumer).

“I noticed that DIY is a currently an ongoing trend for people of every age group. Also bloggers already support that trend by making for example YouTube tutorials in which they show how to create something new out of an old T-Shirt” (Sophie, 24, seller at Zara).

Even though more and more people are following this trend, the reason for doing so is in most cases not because of the desire to do something good for the environment and avoid mass-consumption. When analysing the answers of the respondents, it turned out that the most common reasons for DIY are because people want to be more individual and want to stand out from the crowd and also because they saw all the creative ideas and the wide range of what can be created by oneself on different media platforms.

One person in particular was very conspicuous. Gudrun, 49, consumer, discovered the DIY and specially the Create Value From Waste trend as her new passion and hobby. Among all the other trends against the mass-consumption she is already following, this is her favourite. She already tries to
apply as many trends against the mass-consumption as possible mainly because she cares about our planet and the bad working conditions in countries where most of the products that people buy stem from. To bring us closer to what she has already done by herself, she brought some pictures of her self-made products.

“This picture shows a blanket I made out of old ties. Once I went to a civic amenity site and found a bag full of old ties. I took it home and sewed this blanket so the ties do not have to be thrown away”. (Figure 11)

Another time I was about to throw away a black pair of jeans of mine, but instead of throwing it away I decided to make a new bag out of it. An old belt was used for a handle for it and with a simple tape I made a peace sign as accessory”. (Figure 12).
To sum up, Do-It-Yourself and Create Value From Waste are trends becoming more and more popular. Whether young or old, there is an increasing tendency for it observable in any age group, even though the motives to follow this trend are not always sustainable ulterior motives yet.

Figure 12: Self-made bag (Gudi)

4.4.5 More natural materials

Another trend that can be noticed in the current fashion market is that the demand for natural products is constantly rising. First and foremost, the experts emphasized that this is one of the biggest trends that they can notice at the moment. People tend to pay more attention to buying more natural materials instead of artificial fibres. So they buy more products made out of cotton for example and try to avoid products made out of polyester. These declarations from the experts are proved by many statements from the consumers such as:
“I personally buy as many products made out of natural fibres as possible. The quality is way better and they are more comfortable to wear” (Michaela, 53, consumer).

Strikingly was, that all three consumers older than 30 stated that they look out for natural clothes such as cotton or silk, while none of the younger respondents mentioned anything of this trend. The explanation for that was delivered by the experts by saying things like:

“It is a problem of money. I can see it when I am working in our Zara store. The department of natural garments in our store is always crowded, but mainly with the older generation. Natural products are more expensive and younger people can just not afford that” (Sophie, 24, seller at Zara).

So buying natural products is, besides the good quality, also a quest of money, which younger people such as students or scholars do not have.

But aside from all the positive aspects of the use of natural products, the experts warn.

“Everybody believes consuming clothes made out of natural fibres is better than polyester or other artificial ones. But the reality is, it is not. Natural fibres such as cotton for example is more resource intensive, since way more water is used for the production and also the workers on cotton plantations are underpaid” (Andrea, 53, A-Zone store manager).

Besides Andrea, also all of the other experts underlined this point and stressed that barely none of the people know about it. This shows again, that the experts are much more informed and have a different point of view and attitude than the consumers.

All these trends that have been explained just above are the ones that came out the most during the interviews. Each of these trends have been applied or are applied regularly by at least half of all respondents. Further, but not as frequently mentioned trends, are the trend of more simplicity, more
individuality or smart shopping. These trends are followed by some consumers, unconsciously and not because they actually want to follow them. In the case of more simplicity some of the respondents stated that they have too much in their closet already which hinders their choice of what to wear even more. They are overstrained with their variety of clothes and try for that reason to trim back their overall consumption.

In summary it can be recorded that experts and the older generation are also in this case the ones who are most interested in trends against mass-consumption. Most of them are already following one of these trends, conscious or unconscious, tendency rising. While all experts indicated that they integrated most of these trends in their every day life already, mainly because of sustainable reasons, consumers who apply one of these trends are applying it more because of personal advantages and less because of sustainability. Generally, it turned out that younger people do not think about sustainable aspects and the products setting when they are shopping.

“To be honest, when I am shopping and I see an item I like, I do not care about its origin or background. If I like I, I buy it anyway” (Tobias, 21, consumer).

Furthermore, it is to underline that besides all the experts, there was also one consumer which has been really engaged in following many of these trends for years. Gudrun, 45, consumer, was the outstanding one who follows nearly all of the mentioned trends with the main goal of counteracting the mass-consumption and doing something good for the environment.

4.4 Train of thoughts regarding solution

As a reminder, the research question of this thesis is “The trends against mass-consumption - what drives people to shop excessively nowadays and what leads people to change their shopping behaviour”. The present chapter treats the last part of the research question, the motives for customers’ behavioural change. The goal is to find out what would promote people’s awareness regarding mass-consumption in order to rethink their shopping
behaviour and act more environmental friendly. The findings are presented in the following section.

4.4.1 More publicity

Each one out of the 10 interviewed persons stated that bringing the negative aspects of mass-consumption more publicly would certainly draw the customers’ attention. Both the experts and the consumers are convinced that the people are too little informed about the social, economical and ecological negative impacts of their current shopping behaviour. People need to be well-informed in order to take actions accordingly.

“Most important is that people have to be more informed. More needs to be said about it” (Andrea, 53, A-Zone store manager).

“More attention needs to be drawn on it. It does not matter if it is via television, radio, magazines etc., all the existing problems have to be more in the public eye” (Manuela, 45, Brandboxx exhibition eanager).

“To be honest, I am not well informed about this topic If I saw more about all these issues on television, maybe it would make me rethink my way of shopping” (Christina, 24, consumer).

It is certain that bringing into light the excesses of the fashion industry would catch the attention of the public. All consumers stated that it would motivate them to change their shopping behaviour if they get more confronted with the negative impacts. By considering the highly developed communication means of today, different options can be imagined to sensitize the public. For example, a great opportunity to inform people would be to diffuse documentaries on television, highlighting the negative aspects of the shopping industry. Another less expensive way to heighten the customer’s awareness would be to show some shocking advertising spots on television, or to publish written articles in the newspapers and magazines. All of these solutions could be then relayed and largely disseminated thanks to the social medias.
As it could be seen earlier, all of the females are aware of animal-testing in the cosmetic industry and are cautious while purchasing an article. It is then interesting to find out why they are so well-informed about the bad conditions going on in the cosmetic sector, while they barely do not know anything about bad conditions in the fashion sector. With this in mind Sophie, 24, seller at Zara, gave a really interesting explanation:

“The problems of the cosmetic sector have been in public a lot during the last years. There were a lot of reports about how the animals have to suffer while testing the products on them for example. Another essential thing is that if you go in a make-up store, it often is written next to the products that it is made without animal-testing” (Sophie, 24, seller at Zara).

Sophie is strongly convinced that publicity is a key factor and the biggest opportunity to make people rethink their habits. Many females nowadays buy only cosmetic products made without animal-testing, simply because they know.

All these interviews and researches show that public relations, meaningful communications and awareness campaigns are efficient ways to open people’s eyes.

4.4.2 Price and Design

Besides advertising, another solution would be price-related. According to many interviewed persons, the prices for mass products are too cheap in contrast with the prices or products of good origin with fair working conditions and appropriate wages for the workers, which are too expensive. Thus, many people suggest to increase the prices of the mass product while decreasing the prices of Fair Trade products. Regarding this, many respondents mentioned the brand „Erdär“, which is a new fashion brand from Salzburg that just opened two new stores. Their vision is to change the world by only producing sustainable fashion, exclusively with materials such as cotton or cord. This new
company with their sustainable concept is already known all over Salzburg, but the opinions about companies like that are not only positive.

“Lately I visited the new store called Erdbär. I really love their concept, but the problem is, it is too expensive. Especially for younger people it is difficult to afford a simple T-Shirt for 40€, when they can get it at Zara for 5€” (Sophie, 24, seller at Zara).

“I would definitely be willing to pay a few Euros more for good quality and fair production, but the thing is that the prices in Fair Trade stores are much higher than in other ones and I am not willing to pay that much more” (Valerie, 23, consumer).

“Today we are in a throwaway culture. Everything is so cheap that you do not have to think about your decision to buy or not to buy. You just take it with you and if you do not like it anymore you just throw it away. Since it was cheap you do not feel guilty and do not have the feeling that you lost money, that has to change” (Manuela, 45, Brandboxx exhibition manager).

The interviews obviously demonstrate that a prominent reason of why people do not buy more in stores like Erdbär is the price, since the difference with other stores is way too high. As confirmed by many respondents, a way to solve the price issue would be to try to offer sustainable fashion to a less expensive price. Companies like Erdbär should try to adapt the pricing to the clientele, because both young and elder customers are not willing to pay that much more for sustainable fashion.

“Today we are in a throwaway culture. Everything is so cheap that you do not have to think about your decision to buy or not to buy. You just take it with you and if you do not like it anymore you just throw it away. Since it was cheap you do not feel guilty and do not have the feeling that you lost money, that has to change” (Manuela, 45, Brandboxx exhibition manager).
Another suggestion from some of the interview partners, like from Manuela, was to raise the prices of the mass products, so that consumers have to think twice if they buy it or not. Even though this solution seems easy in practice, a price modification would have a huge impact on the market. Moreover, it is necessary to assess whether or not both the seller and the customer are willing to change their mentality and switch to a more responsible way of selling/shopping. These limitations are further discussed in Section 5.2.

In addition to price, one thing that is always related to sustainable fashion shops is the design.

“The problem with this kind of shops is that their clothes do not have an attractive design. The clothes are all really boring and I am not willing to pay that much more for a simple white T-Shirt” (Tobiñas, 21, consumer).

“I really support the idea of all these companies such as Erdbär, the only thing they have to change is that they have to be more up-to-date with the latest fashion trends. All garments in that kind of stores are a little bit ‘alternative’, the design has to be more modern” (Gudrun, 45, consumer).

All participants agreed that stores selling sustainable fashion products have to change their design. Most of the time, these stores only offer simple items with a basic design. They have to go more with the hip fashion trends and be more up-to-date in order to lure more consumers.

To sum up, another viable solution would be to adjust the pricing of clothing items originating from mass-production, while fair trade products should be more affordable. In addition to that, the new sustainable clothing shops should put more effort in their design in order to attract a larger clientele.

4.4.3 Storytelling

„Human memory is story-based” (Schank, 1999, p.12) is one reason why storytelling becomes more and more popular. People can memorize information and facts better when it comes in form of a story. A story is
advantageous because it is connected with many touch points or it creates emotional connection (Woodside, 2010). That way, it makes it easier for people to put themselves in a certain situation and create a link with their daily life.

As described in Section 4.4.1, the customers would rethink their way of shopping if they were gained some insights on how bad the mass-consumption can affect the society. On top of being a way to diffuse the reality of mass-production, storytelling allows the people to identify themselves with this problem, makes them understand that they are part of it and that they have a role to play. All of this together could drive producers and customers towards a behavioural change. As testified by the interviewed persons, storytelling can be a very efficient transmission mean.

“Hmmm I think if I would see some videos or pictures of all the fishes in the sea that are dying because of all the plastic or toxic dyestuff that end up there everyday, I would definitely think more about my consumer behaviour” (Michaela 52, consumer).

“People need to be touched emotionally. Show them some shocking, private insights of the workers in the countries of origin and how low their life standard is and they would start to rethink” (Andrea, 53, A-Zone store manager).

“Once I saw a documentary about child labour and it was stuck in my head for weeks. I did not even want to visit any shopping space during that time” (Tobias, 21, consumer).

All these statements lead to the conclusion that storytelling is a great medium to reach people and to make them think about their wasteful way of living. If they are confronted with some private life stories of workers and whatnot, consumers get touched emotionally and the negative impacts of the fashion industry become more tangible.
4.4.5 Social network and influencing people

„Social Media today has a very big power“ (Manuela, 45, Brandboxx exhibition manager).

Like Manuela, many others are of the same opinion. According to the respondents, social networks play an important role in information diffusion, especially amongst young people. Nowadays, influencers and bloggers are perceived as role models and have the ability to impart values to their followers. They could consequently use their capability for serving different causes, such as promoting sustainable fashion on social networks, so that more people develop a certain interest in that matter.

“I am sure if influencer would advertise sustainable fashion more on Instagram and motivate people to do something against the mass-consumption, many young people would follow their advices” (Sofia, 24, Esprit seller).

“If I would see that my personal role model on Instagram would support sustainable fashion and it looks good on her, I could imagine that I would try some sustainable fashion too” (Christina, 24, consumer).

In addition to influencer on social networks, also famous people should promote encountering mass-consumption. Manuela, the exhibition manager of Brandboxx in Salzburg and responsible of this year’s biggest fashion fair, confirmed this statement. As a matter of fact, the focus of the fashion fair being on sustainability, wearing comfort clothing and ecological consciousness, she invited a star guest, Barbara Meier (Germany’s Next Topmodel winner). She ran on the catwalk with a dress made out of waste and highly contributed to the success of this event.

“The Fashion Night was a big success. Also I watched the catwalk run of Barbara Meier and the other models and the whole show made me think. It showed me that you can also look great even though you actually just wear waste. Simply amazing”.
The overall opinion of the respondents was that the whole sustainable fashion clothing production should be more promoted and supported by influential persons.

4.5 Present versus past and future: perceived changes in recent years and expectations of further development

Both, the consumers and the experts were asked about the changes that occurred in the fashion industry during the last years, and its potential evolution for the upcoming years.

4.5.1 Change in age

The results concerning the evolution of someone’s tastes over the years were mainly gathered by consulting the consumers.

It is quite obvious that a person’s consumer behaviour changes over the years. Nonetheless, it is interesting to find out how it evolves and why. In particular, the interviewees older than 30 years stated that their shopping habits are more conscious today than in their younger years. It also turned out that their shopping frequency has been reduced.

“Some years ago I went shopping at least three times a week, today I go once a week. I also buy less in general and think twice if I really need that item or not (Michaela, 52, consumer).

“When I was younger I used to spend all my money on clothes, as soon as I had money I went shopping. Over time, I have realized that there are better things to do with money than just always buying new clothes you do not even need” (Elfriede, 48, consumer).

“I can realise that young people buy a lot of cheap items, whereas in contrary older ones tend to buy less but more expensive ones” (Sophie, 24, seller at Zara).
During the conversations it came out that older people think more about what they buy and if they really need it. They do not buy as much cheap items as possible, but rather pay attention to the quality. Moreover, they are more willing to think about their consumer behaviour and might consider changing it in the future. More importantly, they are aware of the negative side effects of the fashion industry and act in a more comprehensive and responsible manner than young people.

Gudrun’s way of perceiving shopping radically changed. She admitted that she was kind of addicted to shopping a few years ago, but during the last years she entirely changed her way of purchasing.

“*At one point I was sick of all this mass-consumption and the society. From one day to the other I reduced going shopping to only once a month and started to live sustainable*” (Gudrun, 49, consumer).

Even tough it was not easy for her at the beginning and she had to get used to it, she is really happy to did that change.

“*First it was a little bit strange, but today I feel better than ever and would do it again. I can only recommend it to everyone, for yourself and for our planet*”.

Finally, it can be said that people become more conscious with age. Even tough Gudrun is an exception, the growing concern for climate change pushes more and more people to adopt a sustainable way of living.

**4.5.2. Natural materials and reduction of overall consumption**

When asking the experts, it came to different kind of changes. They confirmed that there is a really strong trend in the direction of natural materials’ use in clothing production. This point was already stated before, when presenting the findings of the current ongoing trends in the fashion market against the mass-consumption.
“During the last years, we changed our assortment very strongly. While some years ago the most sold scarfs were made out of polyester, today our assortment consists almost only of cotton scarfs” (Andrea, 53, A-Zone Store Manager).

In case of natural materials everybody has the same opinion, there was definitely a change in recent years and the demand for them increased strongly.

Another change that has been noticed by some experts was that the overall consumption of people is constantly shrinking. Manu, the exhibition manager of Brandboxx’ yearly fashion fair stated that the attendance is slightly but constantly shrinking every year. Whereas Sophie, seller at Zara, said that she did not notice any difference regarding a decrease in the attendance rates. Their store is always packed, just like a few years ago, even today. The opinions in that case are divergent. Some of the interviewed professionals experienced a decrease in the overall consumption while others have not noticed any change.

4.5.3 Forecast: Increase of trends against mass-consumption

The last part of the interview was about finding out the people’s opinion about the further development of mass-consumption and the trends against it.

Once again, the outcomes differ depending on the generation. The older ones are convinced that the trend regarding a growing concern about sustainability will become stronger in the future, while the younger ones believe that there are some trends against mass-consumption, but not that they will experience a sufficient growth to change the current shopping habits of a lambda citizen.

“I definitely think that there are some sustainable trends on the market right now, but I do not think that they will overtake the mass-consumption” (Tobias, 21, consumer).

“I am convinced that sustainable fashion will be THE trend. Most of the society will rethink and ever more people will follow sustainable fashion trends” (Elfriede, 48, consumer).
On the basis of these two statements, the difference between young and old can be observed. The older generation has stronger beliefs concerning both an upcoming deep anchoring of sustainable fashion and a rise in movements against mass-consumption and the throw-away culture.

However, with the help of the interviews it turned out that there is doubtless a tendency to sustainable fashion that will grow in following years.

“In a few years every company has to adapt to these trends. All companies that already started, saw it correctly and know where the spirit of the times will go in future” (Manuela, 45, Branboxx exhibition manager).

“Next to the everlasting companies such as H&M or Zara, there will be a big growth of sustainable and conscious fashion” (Andrea, 53, A-Zone store manager).

When putting all the interviews together and analysing their answers, the result is that sustainable fashion will come ever more in future, but at the same time the mass-consumption will continue to exist.

A common ground between the different statements can be found by affirming that the sustainable fashion trend will grow in the future, while the mass-consumption mentality will continue to exist. Given that the current mentality advocating mass-consumption is deeply seated in everyone’s mind, a radical change of the societal behaviour will take time. Nevertheless, the evolution towards a more sustainable future can be boosted by means of communications, publicity, social networks, sensitization campaigns, etc.
5 Conclusions

The last chapter of this thesis first shortly summarizes the empirical outcomes of the present research work. After exposing the current knowledge and point of view of shopping motives and trends against the mass-consumption in the first theoretical part of the thesis, some managerial implications can now be assumed from the findings. Afterwards, the limitations of the research and possibilities for further research will be presented.

5.1 Recommendations for practical implementation

First of all, it is to say that the outcomes of the research regarding the shopping motives were as expected. It turned out, that barely nobody goes shopping nowadays because they have the actual need for something. Furthermore, all the reasons that have been stated during the interviews why they go shopping could have been also found in literature.

According to the interviewees, the most common reasons for going shopping are boredom, social aspect, bargain hunting, influence of media and status symbol (Figure 13). All these reasons could have been found also in literature.
and besides that, no other reasons could be found. So by analysing the following bold printed part of the research question

“The trends against mass-consumption - what drives people to shop excessively nowadays and what leads people to change their shopping behaviour”,

it came out that no new insights could be derived. The literature is here perfectly in line with the research studies.

The next part that has been evaluated is again printed in bold.

“The trends against mass-consumption - what drives people to shop excessively nowadays and what leads people to change their shopping behaviour”

![Figure 14: Most common trends (personal collection)](image)

In this case, the findings only partly agree with the literature. Four of the most common named trends were also found in the literature, where there is plenty of information available already (see dark blue painted trends in Figure 14). On the other hand, one trend revealed by the research work could not be found in the literature (see light blue painted trend in Figure 14). Hence, the trends Second-Hand, Animal-Testing, Collaborative Consumption and Do-It-Yourself are already well elaborated and a lot of information about them is available in
literature. Here no new findings could be discovered. But one trend, which seemed to be really important, is neglected in literature. It is the trend to more natural materials. In literature, paying attention to natural materials falls under the name of Green Consumerism or Eco-Fashion, but according to the detected importance of this trend, it should be treated separately. Seen as a small part of Green Consumerism or Eco-Fashion, the importance of natural materials is lowered. Many respondents strongly emphasized this trend and how important it is to them. Hence, more research should be done on this trend in order to write and publish more about this obviously ongoing trend.

Finally, the research was dedicated to find answers to the last part of the research question

“The trends against mass-consumption - what drives people to shop excessively nowadays and what leads people to change their shopping behaviour”.

In this case, no documentation providing answers to this problematic could be found in the literature. Hence, that part of the interview was really interesting and a lot of new findings could be gathered. The core solutions resulting from the interviews are presented on Figure 15. More publicity, accommodation
with prices and attractive design, storytelling and more promotion through social media and magnate people are the ones that have been mentioned most frequently. According to the interview participants, these are the key factors susceptible to change their shopping behaviour. That is why, in practice, the focus should be set on these few factors, meaning that if there should be a change in near future in mass-consumption and a bigger trend to sustainable fashion, it is recommended to catch the peoples’ attention especially with the four mentioned proposals of solutions.

Another really interesting finding as part of this thesis was that in every part of the interviews, the older people (>30) seemed to be more understandable and interested in the whole sustainable topic than the younger one. Additionally, they are also more willing to rethink and change their shopping behaviour.

5.2 Limitations

The main goal of this research was to find out firstly what motivates people to go shopping, secondly what are the current trends on the market to fight against mass-consumption, and finally what would lead people to modify their shopping behaviour. In terms of shopping drivers and current trends, the literature is already well elaborated and many information on this subject is available. Nevertheless, new findings were exposed with the help of the qualitative interviews, but the shopping drivers and current trends were already globally covered.

On the other hand, it was a little bit more difficult with the third part of the research question, since no literature existed regarding the consumers’ motivations to rethink their shopping behaviour. The qualitative interviews were a great medium to establish a first approaches for it, but it gave an overview about the opinion of only ten people. Since there do not exist any literature about this topic, a more extensive survey needs to be performed on a larger part of the population in order to corroborate
the obtained results. Given the relative importance of this problematic, this issue needs to be addressed in order to elaborate suitable solutions.

Furthermore, the solution proposal regarding prices is limited. In point 4.4.2 it was stated that the price of sustainable products has to be lowered while the prices of mass products has to be increased. Even if this solution of a price modification seems to acceptable, it is really difficult to apply in practice. Sustainable products need more efforts, a higher wage for the workers, resulting in a higher final price while the other clothes remain cheap because it’s poor quality, produced at cheap production facilities in countries such as China. To make the solution of adjusting the prices happen, you would have to both change the mentality of the customer to push them to buy sustainable products, and you have to also push the seller to change his mentality and accept to make less profit.

Moreover, it has to be mentioned that in our society, the customer tend to be lazy. They prefer going in big shops which they already know, where they are sure they find something they like instead of trying some new fair trade shops for example. In addition, consumers do not want to spend too much money and our current capitalist society is all about profit. Therefore, the big brands like Zara or H&M for example will never agree to higher their prices with the consequence that customers will go buy something in another store at a cheaper price. Between the big players it is a competition of price-dumping, who offers the cheapest clothes.

The only solution therefore would be to change the customer’s mentality by sensitize him, and to force the seller to act sustainable and make fare trade products simply because consumers demand it. Overall, this solution proposal is hard to push through and it needs more practical researches than just theoretical approaches.
5.3 Further Research

The limitations of this thesis could be the start of further researches. As already mentioned, this research case involves only the opinion of ten different people. Since there is no existing literature on how to change the customer’s shopping behaviour, it could be possible that another research work would lead to completely different results. And exactly that has to be find out in order to work effective against the mass-consumption. Qualitative interviews deliver deep and detailed information and insights in a persons’ life, but the problem is that the number of interviews that are made is limited.

A large-scale survey with more detailed questions, performed for example in different regions of the world would help collecting more data and provide a better overview on how to deal with this problematic. Therefore, this new investigation could either corroborate the results proposed in this work, or contradict them. It could help identifying other motivations to reduce the overall consumption.
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6 Appendix

6.1 Interview guideline consumers

I am starting the interview with my personal story, why I actually decided to work on this topic in order to arouse interest and break the ice (narrative):

“First of all I want to start with a short story that shows why I chose this topic to work on. I have to admit that I love going shopping and also go frequently, sometimes more often, sometimes less, but in average I would say that I go at least once a week. When I decided to go shopping in most cases it was not because I had the need for anything, but more the fact I was bored and did not know what to do. So when I go in a shopping centre it happens ever more often that I just wonder around and go in shops to only have a look. But of course it happens often that “just having a look” turns into needs for something. I see something I like and have the desire to buy it. During the last months or even the last year I would say, it more and more often happened to me that I entered into a shop, saw something I like and went to the cashier. While waiting in the queue suddenly some doubts came. I was like “I actually do not need this pair of shoes, this T-shirt or whatever, I have so many of those at home already and I definitely do not need it”, changed my decision and did not buy the item at the end. After I left the shop or shopping centre I started thinking about why actually are we like that today, why do we constantly buy things that we do not need. Often I am annoyed by myself because I spend money on something I do not even need. And recently my concerns about this shopping behaviour rose, I asked myself if there is not a way to change this habits, to buy less and avoid this massive consumption more. And that is actually why I chose this topic, I wanted to find out if there are any possible ways or trends against this hyper-consumption because I do not enjoy buying anymore, I want to escape from this shopping insanity.”

After telling this story, I want to know if experiences like that also already happened to my face to face partner with questions like:

• After you heard my own personal story, can you tell me what experiences similar to mine you already had? Do you have one specific or currently happened story like that that stayed in your mind?
• So since you had experiences like that already, I assume that you go shopping regularly as me. Can you tell me how often you go shopping?
• And what motivates you to go shopping?

(only people from the consumer side): Perfect, with that statements I wanted to test if you fit in my target group of interviews and you perfectly do, so we can continue with the interview.
• Going back once again to your story you told me, how did you feel about it when you changed your mind and decided not to buy at the end?
• So just to ensure, you left the shop with a bad or negative/good or positive feeling?

To finish the first part of the interview, I want to go deeper in the question of currents trend against hyper-consumption and would like to ask you the following questions:

• Regarding the fact that I am thinking more and more about the alternatives to this shopping insanity, what do you think about it?
• What is your opinion to trends against this mass-consumption?
• Do you think there exist some in the current market?
• What kind of trends do you think that there are at the moment?
• And especially, what do you think about them?
• Are you maybe following some of these trends already in any possible way and why/why not? Reasons!
• What must happen or what would motivate you to follow this trend more?

Thank you for now, the first part of our interview is done. In the following, I will show you two framework works of what I found while doing my research.

On the first framework I show you now you can see dramatic consequences of the fashion industry

FRAMEWORK CONSEQUENCES

• so now you saw this framework, what do you think when you see all this frightening facts?
• Just to ensure, you were/were not aware of all this consequences?

When I personally was confronted with all these negative facts and saw how big the impact of our shopping behaviour really is on our environment and surrounding, I started to think even more about what could be done to counteract this immense impacts and began to look for alternatives for the shopping insanity. I found out, that there are many different opportunities to avoid buying things over and over again. There are dozen chances to act more sustainable regarding our fashion shopping behaviour. In the following framework I will give you an overview of what kind of alternatives and trends I found.

FRAMEWORK TRENDS

After you saw all the opportunities that exist according the literature to prevent hyper-consumption,

• Can you tell me which one you applied already by yourself in any way?
• Or can you see yourself in any trend, so can you remember one way where you already came in contact with one of those trends?
• Why or why not do you follow them?
• Can you imagine to pay more attention to what you buy in future and why /why not?
• What must happen to think more about your shopping behaviour?
• What must happen to motivate you more to act more sustainable and follow on of these trends?

6.2 Interview guideline experts/companies

I am starting the interview with my personal story, why I actually decided to work on this topic in order to arouse interest and break the ice (narrative):

“First of all I want to start with a short story that shows why I chose this topic to work on. I have to admit that I love going shopping and also go frequently, sometimes more often, sometimes less, but in average I would say that I go at least once a week. When I decided to go shopping in most cases it was not because I had the need for anything, but more the fact I was bored and did not know what to do. So when I go in a shopping centre it happens ever more often that I just wonder around and go in shops to only have a look. But of course it happens often that “just having a look” turns into needs for something. I see something I like and have the desire to buy it. During the last months or even the last year I would say, it more and more often happened to me that I entered into a shop, saw something I like and went to the cashier. While waiting in the queue suddenly some doubts came. I was like “I actually do not need this pair of shoes, this T-shirt or whatever, I have so many of those at home already and I definitely do not need it”, changed my decision and did not buy the item at the end. After I left the shop or shopping centre I started thinking about why actually are we like that today, why do we constantly buy things that we do not need. Often I am annoyed by myself because I spend money on something I do not even need. And recently my concerns about this shopping behaviour rose, I asked myself if there is not a way to change this habits, to buy less and avoid this massive consumption more. And that is actually why I chose this topic, I wanted to find out if there are any possible ways or trends against this hyper-consumption because I do not enjoy buying anymore, I want to escape from this shopping insanity.”

After telling this story, I want to know if experiences like that also already happened to my face to face partner with questions like:

• After you heard my own personal story, can you tell me what experiences similar to mine you already had? Do you have one specific or currently happened story like that that stayed in your mind?
• For what motives and why do people go shopping you think?
To finish the first part of the interview, I want to go deeper in the question of currents trend against hyper-consumption and would like to ask you the following questions:

- Regarding the fact that I am thinking more and more about the alternatives to this shopping insanity, what do you think about it?
- What is your opinion to trends against this mass-consumption?
- Do you think there exist some trends against it in the current market?
- What kind of trends do you think that there are at the moment?
- And especially, what do you think about them?
- What kind of trends do consumer follow nowadays, which ones can you notice?
- And especially, why do you think that people more and more start overthinking their shopping behaviour?
- What must happen that people follow more trends against mass-consumption and pay more attention to what they buy?

Thank you for now, the first part of our interview is done. In the following, I will show you two frame works of what I found while doing my research.

On the first framework I show you now you can see dramatic consequences of the fashion industry

FRAMEWORK CONSEQUENCES

- so now you saw this framework, what do you think when you see all this frightening facts?
- Did you know about all these dramatic, negative impacts of the fashion industry?
- Just to ensure, you were/were not aware of all this consequences?

When I personally was confronted with all these negative facts and saw how big the impact of our shopping behaviour really is on our environment and surrounding, I started to think even more about what could be done to counteract this immense impacts and began to look for alternatives for the shopping insanity. I found out, that there are many different opportunities to avoid buying things over and over again. There are dozen chances to act more sustainable regarding our fashion shopping behaviour. In the following framework I will give you an overview of what kind of alternatives and trends I found.

FRAMEWORK TRENDS

After you saw all the opportunities that exist according the literature to prevent hyper-consumption,

- Can you tell me which one you notice that consumers already apply and follow?
• So of what do people pay attention already, what is important to the them in order to act more sustainable?
• Or can you maybe also see yourself in any trend, do you maybe apply one of these trends in your private life?
• Why or why not do you follow them?
• Can you imagine that people ever more pay attention to those trends and that they act more environmental friendly?
• What do you think would people motivate more to act sustainable so they be more aware of what they are buying?
• What kind of these trends do you think that have a chance in the future?
• Or did you maybe notice some other new trends, apart from the listed ones I found in literature?
• And in general, how did you see the development of the fashion industry during the last years?
• Did you notice any bigger change, and why do you think this change happened?
• And finally, how do you think will be the development of the fashion industry? How will it look like in five years and what kind of trends will play a role?
6.3 Framework Consequences

Consequences of the fashion industry

- Water
- Oil
- Land
- Soil
- Minerals

Over-use/contamination of water
- Is an always needed resource
- In production, bleaching and dyeing and laundry
- It needs 200 l of water to make 1 kg of textiles
- Wastewater full of chemicals
- Damage in environment

General eradication of resources

Negative impact of fibre production
- Artificial fibres (Polyester, nylon) – takes 30 to 40 years to decompose and energy intensive:
  - Oil and emissions
  - Natural fibres (cotton), need a lot of water,

Negative impact of clothing maintenance
- Energy and resource intensive:
  - Washing, drying, ironing
  - The more clothes the more energy

Waste
- 11.2 kg textile waste per person every year
- All packaging waste
- 4% of worldwide waste
- Waste ends up everywhere in the environment (see the seas full of plastic)

Negative impacts of dyes
- Harm environment and people who work with it
  - E.g. dyes, copper, zinc, chrome
- After production, only 80% stick to the items, rest is washed out into the seas, rivers, streams.
  - These 20% land in people bodies, seas (danger for fishes)
  - Yearly 40,000 – 50,000 tons of dyes land in environment

Air Pollution
- A lot of emission during production
  - E.g. nitrogen, sulphur oxides

6.3 Framework Consequences

Consequences of the fashion industry
6.4 Framework Trends

**Eco-fashion**
- More on retailer side
- Fair-Trade
- Only producing products with an environmental friendly production, design
- Appropriate materials and colours, organic
- Good working conditions
- Sustainable business model in country of origin

**Socially Responsible Consumption (SRC)**
- Are careful with purchases because they are aware of negative effects
- Buys items to harm environment less
- Against sweatshop conditions, underpaid wages

**Green-consumerism**
- More on consumer side
- Paying attention to what products are bought
- Goal is to not harm the environment
- Recycle correctly
- Turning back the overall consumption

**Smart Shopping**
- Finding right products with best price-quality
- Collecting information, planning, preparation, comparing
- Comparing especially in terms of sustainability
- E.g. QR-Codes

**TRENDS TO PREVENT HYPER-CONSUMPTION**

**Against animal testing**
- Paying attention to buy products without animal testing
- Especially for make-up
- Body-shop must known company

**More individuality**
- People want to be more individual, that is also a reason why they follow the sustainable trend
- Follow more their own taste
- Do not want clothes from H&M or Zara anymore

**Collaborative consumption**
- Gifting, Lending, Sharing, Swappin, Renting, Leasing, Second-hand shops

**Create Value of Waste**
- Re-store or re-design
- Save specific components or materials
- Repairing upgrade with new design

**More simplicity**
- Want to live more simple
- Non-materialism
- Feel overwhelmed with too many clothes
- Back to the basics
- Buying more from trusted brands with know-how because it simplifies the decision

**Custodian Behaviour**
- Resist buying primarily because of the waste
- Following the goal of non-materialism
- Not possessing much
- Do not throw old things away, keep and store
- Hoard things in order to not throw away

**Do-It-Yourself (DIY)**
- Re-design of unwanted clothes instead of throwing away
- Own design
- Creating clothes by themselves instead of
Eidesstattliche Erklärung

Ich erkläre hiermit an Eides statt durch meine eigenhändige Unterschrift, dass ich die vorliegende Arbeit selbständig verfasst und keine anderen als die angegebenen Quellen und Hilfsmittel verwendet habe. Alle Stellen, die wörtlich oder inhaltlich den angegebenen Quellen entnommen wurden, sind als solche kenntlich gemacht.

Die vorliegende Arbeit wurde bisher in gleicher oder ähnlicher Form noch nicht als Magister-/Master-/Diplomarbeit/Dissertation eingereicht.

_________________________  _________________________
16. Oktober 2019              Unterschrift