Marketing Seminar Series

Future fashion alternatives – A social marketing approach to promote sustainable fashion consumption

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The current fast fashion sector is characterized by considerable overconsumption and overproduction, low prices and low quality, as well as planned obsolescence. The aim of the study is to decrease the negative effects of current fast fashion sector by extending the life of garments among young consumers. More specifically, we promote a decrease in discarding unwanted clothing and an increase in recycling and re-use behavior by presenting them with four sustainable alternatives: swapping, donating, reselling and reuse/Do-It-Yourself. Theoretically, we draw on classical consumer behavior models as well as behavioral economics to induce the desired behavioral change. By the means of social marketing, we develop a WebQuest for schools, i.e., an internet-based, project-orientated workshop where students are guided to solve a problem on their own and also cooperatively. The designed WebQuest was pilot tested in five schools and was accompanied by a survey both before and after implementation to evaluate its effectiveness. Results following the workshop indicate that young consumers become more critical regarding fashion consumption and reveal a preference for one of the above-indicated desired behaviors. Implications of the study as well as future research suggestions will be discussed during the presentation.

Wencke Gwozdz is an Associate Professor for Transformative Consumer Behaviour and Sustainability at the Department of Intercultural Communication and Management at Copenhagen Business School in Denmark. She holds a doctoral degree in economics and social sciences from University of Hohenheim (Germany). As a consumer researcher, her main focus is on sustainable consumption, health behaviour and consumer policy. Her main topics are centred on obesity, well-being and fashion consumption. Among others, she is involved in EU-research projects on obesity and healthy diets (I.Family Study, http://www.ifamilystudy.eu/) and Nudge-It, http://www.nudge-it.eu/). Moreover, she is the project leader for “Sustainable Consumption and Consumer Behaviour” in the MISTRA Future Fashion project (http://www.mistrafuturefashion.com/en) dealing with sustainability in the fashion industry as well as in the EU-research project Trash-2Cash focusing on recycling textile waste.

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Time:      11:00am—12:00pm
Venue:     BUSN: 201 (Case Study Room)
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