Psychological drivers and barriers for reduced clothing consumption
An analysis on the individual level

Tina Müller (PhD fellow)
Department of Management, Society and Communication
tm.msc@cbs.dk
Possibilities for true environmental impact in (clothing) consumption

Ivanova et al., 2016; Wiedmann et al., 2015
Household consumption puts extensive pressure on the environment, accounting for approximately 60% of the global GHG emissions and 50-80% of the total resource use (Ivanova et al., 2016).

Possibilities for true environmental impact in (clothing) consumption

Most rapid growth in environmental footprints is in clothing and footwear (Wood et al., 2018).
Possibilities for environmental impact in clothing consumption

• Clothing consumption in the past decades has developed towards a so called “fast fashion system”
  - growing number of clothing items
  - rapidly changing clothing trends and short shelf life
  - low quality items
  - at affordable prices

  Pill up unused or used far less than actual life span in our closets
Data

• $N = 4617$ („almost“ representative) „survey study“ in 2016 via Qualtrics
  • 1174 Germany
  • 1116 Poland
  • 1182 Sweden
  • 1145 United States

• $N = 594$ „diary study“ in the United Kingdom in 2017 via Prolific
  • Low median income (monthly £1000)
  • More women than men (71%)
Prevalence for non-consumption of clothing

When buying clothing items in the last **three months**, I have ...

<table>
<thead>
<tr>
<th>Decided NOT to buy clothing items because of environmental concerns</th>
<th>Freq.</th>
<th>Percent</th>
<th>Cum.</th>
</tr>
</thead>
<tbody>
<tr>
<td>very rarely or never</td>
<td>2,308</td>
<td>50.28</td>
<td>50.28</td>
</tr>
<tr>
<td>rarely</td>
<td>1,048</td>
<td>22.83</td>
<td>73.12</td>
</tr>
<tr>
<td>sometimes</td>
<td>767</td>
<td>16.71</td>
<td>89.83</td>
</tr>
<tr>
<td>often</td>
<td>318</td>
<td>6.93</td>
<td>96.75</td>
</tr>
<tr>
<td>very often or always</td>
<td>149</td>
<td>3.25</td>
<td>100.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>4,590</td>
<td><strong>100.00</strong></td>
<td></td>
</tr>
</tbody>
</table>
Prevalence for reduced consumption of clothing

Please indicate how important the following goals are to you in relation to your clothing consumption:

- To purchase comfortable clothes: 5.8
- To purchase low-priced clothes: 4.9
- To purchase clothes that are stylish: 4.5
- To purchase clothes with a low environmental impact (e.g., minimize CO2 emissions): 3.5
- To reduce my clothing consumption: 3.3

Range from 'Strongly disagree (1) - Strongly agree (7)', n = 397-589

COPENHAGEN BUSINESS SCHOOL
You indicated that you have a goal to reduce your clothing consumption. In the following we are interested in what motivates you to have this goal.

1 - Saving money
2 - Having more than needed already
3 - Out of economic necessity
4 - Environmental impact concerns
5 - Felt moral obligation
6 - Social impact concerns
7 - Lack of interest in clothing
8 - Personal health concerns
9 - Political engagement
10 - Spiritual reasons
Study II Reducing personal clothing consumption: A cross-cultural validation of the Comprehensive Action Determination Model

Comprehensive action determination model (Klöckner, 2013)

→ Is (a reduced) CADM equally valid in Germany, Poland, Sweden and the US + daily behaviour measure (“short” retrospective) in the UK
Study II Reducing personal clothing consumption: A cross-cultural validation of the Comprehensive Action Determination Model

Survey study, across all countries

Standardized path coefficients and 95% confidence intervals
Model fit: $\chi^2(297, N = 4569) = 2341.46, p < 0.000, CMIN/DF = 7.88, CFI = .97, RMSEA = .04 (90\% confidence interval = [.04, .04], SRMR = .05
Study II Reducing personal clothing consumption: A cross-cultural validation of the Comprehensive Action Determination Model

![Diagram of the Comprehensive Action Determination Model](image)

Diary study, United Kingdom

Standardized path coefficients and 95% confidence intervals

Model fit: $\chi^2(323, N = 573) = 701.53, p < 0.000$, CMIN/DF = 2.17, CFI = 0.97, RMSEA = 0.05 (90% confidence interval = [0.05, 0.05], SRMR = 0.06)
Behaviour Change

Intervention targeting

1. Control group
2. Awareness of need outcome efficacy
3. + personal goal
4. + group goal
Feedback to Last Week’s Goal Setting

We Think Twice

Last week, we asked all you participants what you have in common with other participants on Prolific. The questions were what you and other participants do often, rarely, well and badly. Thank you for all your

Think Twice

Tips How to Reach Your Goal

Please read the following tips for buying less clothing items. They are additions to the alternatives we talked about last week. And they are of course only suggestions that can help you reaching your goal in the upcoming 1-month period. We encourage you to think about whether they fit your situation and could be for you.

Plan ahead

Try avoiding situations in which you usually end up buying new items of clothing. This can be e.g. walking routes past shops or going to the mall without needing something specific.
The consumer as agent of change?

- research focus on intra-individual variables explaining individual behaviours
- social structural and economical context of consumer choice often neglected
- current economical system and consumer culture run on the reproduction of desires that the system of production can never fully satisfy

(Carrington, Zwick & Neville, 2016)
Share of responsibility for fixing environmental and social issues in the clothing industry across different actors
Take home messages

1. The consumer as agent of change?
2. Personal norm seem most strongly connected to intentions to consume less clothing, which in turn is connected to lower amount of items bought in a two week period
3. Other model variables are less consistent across countries
4. Changing behaviour - need for developing applicable and true alternative ideas and how to translate them into every day life
Thank you very much!

Questions?
<table>
<thead>
<tr>
<th></th>
<th>Germany*</th>
<th>Germany</th>
<th>Sweden</th>
<th>UK</th>
<th>Poland</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>AwarenessN</td>
<td>5.66</td>
<td>0</td>
<td>-.04</td>
<td>-.80</td>
<td>-.44</td>
<td>-.70</td>
</tr>
<tr>
<td>AscriptionR</td>
<td>4.49</td>
<td>0</td>
<td>-.08</td>
<td>-.12</td>
<td>-.38</td>
<td>-.72</td>
</tr>
<tr>
<td>OutcomeEff</td>
<td>4.66</td>
<td>0</td>
<td>.17</td>
<td>-.27</td>
<td>-.16</td>
<td>-.16</td>
</tr>
<tr>
<td>Personal Norm</td>
<td>4.42</td>
<td>0</td>
<td>-.41</td>
<td>-.04</td>
<td>-.10</td>
<td>.13</td>
</tr>
<tr>
<td>Attitude</td>
<td>5.45</td>
<td>0</td>
<td>.28</td>
<td>-.45</td>
<td>.18</td>
<td>.11</td>
</tr>
<tr>
<td>Perceived BC</td>
<td>5.94</td>
<td>0</td>
<td>-.10</td>
<td>-.07</td>
<td>-.23</td>
<td>-.18</td>
</tr>
<tr>
<td>Social Norm</td>
<td>2.85</td>
<td>0</td>
<td>.08</td>
<td>.01</td>
<td>.67</td>
<td>.61</td>
</tr>
<tr>
<td>Intention*</td>
<td>4.06</td>
<td>4.06</td>
<td>3.96</td>
<td>3.55**</td>
<td>3.32</td>
<td>3.84</td>
</tr>
</tbody>
</table>

* descriptive results
** goal instead of intention