

Anticonsumers and Treasurehunters: Can online sustainable fashion challenges shift consumer behaviour?

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Abstract

Two types of online challenges were compared, the Second-hand September, and the No New Clothes, aiming at reducing consumption. First, a survey (n=416) measured the motivation of environmentally conscious consumers to participate in online consumption reduction challenges. A second study examined the motivations and attitudes of participants of a no-new-clothes for one-year challenge group (n=90) in reducing their fashion consumption on five dimensions. Results indicate that second-hand clothing might be a trigger for consumption. Attempts at reducing consumption can be predicted by ethical considerations, and partially by veganism. Shorter challenges were engaged in compulsive buying, and were less environmentally concerned.

Keywords: *anti-consumption, consumer behaviour, fashion*