



Here Today, Gone Tomorrow

Sustainability, Responsibility and Consumption
Meanings in Sample Sales

Teresia Freeney

Degree project/Independent project • 30 credits
Swedish University of Agricultural Sciences, SLU
Faculty of Natural Resources and Agricultural Sciences
Environmental Communication and Management - Master's Programme
Uppsala 2026



Here Today, Gone Tomorrow – Sustainability, Responsibility and Consumption Meanings in Sample Sales.

Teresia Freaney

Supervisor: Lars Hallgren, Swedish University of Agricultural Sciences, Department of Urban and Rural Development

Examiner: Camilo Calderon Arcila, Swedish University of Agricultural Sciences, Department of Urban and Rural Development

Assistant Examiner: Jasmine Zhang, Swedish University of Agricultural Sciences, Department of Urban and Rural Development

Credits: 30 credits

Level: Second cycle, A2E

Course title: Master thesis in Environmental science, A2E

Course code: EX0897

Programme/education: Environmental Communication and Management - Master's Programme

Course coordinating dept: Department of Aquatic Sciences and Assessment

Place of publication: Uppsala

Year of publication: 2026

Copyright: All featured images are used with permission from the copyright owner.

Online publication: <https://stud.epsilon.slu.se>

Keywords: Sustainability, Consumption, Consumer Culture, Sample Sales

Swedish University of Agricultural Sciences
Faculty of Natural Resources and Agricultural Sciences
Department of Urban and Rural Development
Division of Environmental Communication

Abstract

Amid growing concerns surrounding and unsustainable consumption patterns, new retail trends and consumption practices continue to evolve within contemporary consumer culture. This makes it valuable to explore how such evolving retail environments are understood and experienced by consumers. This study explores how consumers make sense of sample sales, as an emerging retail practice within contemporary consumer culture. The study delves deeper into how sustainability is understood and negotiated in relation to these consumption contexts. While sample sales are often associated with discounted consumption, samples and surplus fashion, limited research has explored how consumers experience and make sense of these in relation to sustainability. The study was conducted using qualitative focus group interviews and the application of a cultural and social constructionist theoretical approach. Findings from this study reveal that consumers understand sample sales as a paradoxical retail environment, characterised by excitement, affordability and competition while simultaneously expressing feelings of stress, discomfort and concerns surrounding impulsive and unsustainable consumption. The study further revealed how sustainability within these retail spaces is continuously negotiated and reevaluated by consumers, and is not understood through fixed distinctions between sustainable and unsustainable consumption. The study revealed that consumers had more trust in sustainability motives of sample sales when associated with second-hand organisations. By exploring sample sales as an emerging feature within contemporary consumer culture, this research contributes to a deeper understanding of consumer culture and the complexities of sustainable consumption.

Keywords: Sustainability, Consumption, Consumer Culture, Sample Sales

Table of contents

List of figures	6
Acknowledgements	7
1. Introduction	8
1.1 Research problem.....	9
1.2 Aim of thesis and research questions	10
2. Background	12
2.1 Literature review	12
2.1.1 Sustainability.....	12
2.1.2 Fast fashion, overproduction and sustainable consumption	13
2.1.3 Consumer culture, attitude-behaviour gap and paradoxes	16
2.1.4 Past studies conducted within the research field	18
3. Theoretical Framework	21
3.1 Consumer culture theory.....	21
3.1.1 Consumer culture theory and its relevance to this study.....	22
3.2 Symbolic interactionism	22
3.2.1 Symbolic interactionism and its relevance to this study	23
3.3 Practice theory	24
3.3.1 Practice theory and its relevance to this study	24
3.4 How these theories work together for the aim of this thesis	25
4. Methodology	27
4.1 Qualitative methodology	27
4.2 Focus groups as data collection method	27
4.2.1 Organisation of focus groups and sampling	28
4.2.2 Validity and reflexivity	30
4.3 Ethics	31
4.3.1 Data analysis	32
4.4 Limitations.....	33
5. Results	35
5.1 Meanings.....	35
5.2 Sustainability and sustainable consumption	39
5.3 Responsibility.....	42
6. Discussion	45
6.1 How do consumers make sense of sample sales as a form of consumption and social practice?	45
6.2 How is the meaning of sustainability and consumption constructed within the consumption context of sample sales?.....	48

6.3	As a new component of contemporary consumer culture, what does the social practice of 'sample sales' say about the conditions for sustainable consumption?	51
7.	Final conclusions and future research	55
AI Disclosure		57
References		58
Popular science summary		68

List of figures

Figure 1: Thematic map of sample sales, illustration by author..... 44

Acknowledgements

I would like to express my gratitude to all the people who made this study possible. I would like to thank the people who took part in the focus groups, without you this research would not have been possible. I would also like to express my gratitude to my supervisor, Lars, for devoting his time to support me throughout this research process. Lastly, I would like to thank my partner, Olle, and my family for their endless support and love. Thank you all.

1. Introduction

When stores and designers want to offload their unsold clothing, production pieces and sample items in order to make room for a new collection or a new line of clothes, an increasing number of brands and designers will typically hold a sample sale (Ramzi, 2024). The event will usually last over 2-3 days and is often characterised by limited stock, very high discounts and temporary retail spaces. The events are typically published on the brand's website or as Facebook events, with anticipated participation, in some cases reaching up to nearly 7,000 people, (Facebook event Filippa K Sample Sale, 2024). The event is typically surrounded by a sense of urgency and exclusivity creating a “hype” around the event which is further amplified through social media, word of mouth and digital marketing (Ramzi, 2024). As production levels accelerate and overconsumption continues to increase, today's fashion industry is resource-intensive and environmentally harmful, releasing an estimated 10% of all global carbon emissions (Malmström, 2022). The textile industry is evolving, fast fashion describes a system in which clothes are designed, produced and brought to the market at a higher speed in order to keep up with fast changing trends and an increased number of fashion seasons (Bhardwaj & Fairhurst 2010). Over the coming 20 years, some estimates say that the Fast Fashion industry is expected to grow by 400% (Radev, 2023). At the same time, new retail and consumption trends and practices are emerging and becoming integrated to the fashion market, such as sample sales which can be understood as part of a broader set of responses aimed at managing surplus clothing stock and sample items by circulating garments and reducing waste (Mummery, 2023). Three years ago, I attended my first sample sale and in the midst of the chaos, I purchased a shirt, however, since making this purchase I have only used the shirt twice and every time I open my closet and see it, I am reminded of how much else I could have done with those 500 kr. The importance for fashion brands to act sustainably and environmentally responsible has become increasingly significant and emphasised in recent years, simultaneously are more brands with an outspoken sustainability focus organising sample sales as well as including them in sustainability strategies to manage surplus stock and reducing

textile waste (A Sustainable Closet, 2025; Houdini, 2025; Dedicated, 2025; Residius, 2026). With the use of focus groups, this study will delve deeper into the phenomenon of sample sales and explore consumers' experience and make sense of this emerging consumption trend. By developing a deeper understanding of how consumers participating in these practices make sense of them in relation sustainability, this thesis will explore how a broader understanding of how growing consumption trends shape consumption culture and influence possibilities for more sustainable consumption.

1.1 Research problem

This study takes place within a fashion context where sustainability, responsibility and circularity have become central to how brands communicate and position themselves and their clothing (Savilia, 2024). Simultaneously, fashion brands today are facing stricter laws and regulations to follow sustainability guidelines, improve transparency and conduct yearly sustainably reports explaining their strategies and progress toward improved environmental and social responsibility (Finansinspektionen, 2026). However, issues related to overproduction remain evident and continue to be a cause for concern within the industry (Tonti, 2024). At the same time, new retail and consumption trends and practices are emerging and becoming integrated to the fashion market, such as sample sales which can be understood as part of a broader set of responses aimed at managing surplus clothing stock and sample items by circulating garments and reducing waste (Mummery, 2023). While this study does not examine specific brands or companies within the fashion industry, an interesting aspect of the development of sample sales is that an increasing number of brands that publicly communicate a strong sustainability focus are more often organising sample sales (A Sustainable Closet, 2025; Houdini, 2025; Dedicated: 2025; Residius, 2026). Many brands and companies also publicly state that they use sample sales as part of their sustainability strategy plan, positioning them as a way to reduce waste by selling unsold inventory and sample items and thereby extending product lifecycles (Cissi & Selma, 2025; COSH!, 2023). This way sample sales can be associated with notions of responsible consumption, while still operating in a system driven

by continuous production cycles and creations of new collections needing more production pieces and further use of resources. This way, sample sales creates an interesting paradox where practices, sometimes framed as reducing waste, simultaneously depend on an ongoing overproduction. This raises a research interest in how consumers understand sample sales in relation sustainability and how these meanings relate to sustainable consumption. Further, it raises questions of the meanings which consumers give to the events as well as motives to keep attending the events. Trends and developments in consumption patterns, such as sample sales, are important to research as they provide an insight into how new retail formats influence meanings and expectations surrounding sustainable and responsible consumption. Whether sample sales are sustainable or not, they constitute a valuable area of research as they are a fast growing retail phenomenon in an evolving consumption culture. Sample sales are an under-researched topic within consumer culture research and could provide a deeper insight into how consumers make sense of new consumption environments and how these meanings ultimately relate to sustainability, which is valuable for understanding how consumption can be made more sustainable.

1.2 Aim of thesis and research questions

In this study, I aim to gain deeper knowledge and understanding of sample sales as an emerging social practice and new feature in consumption culture, as well as its relevance to understand conditions for sustainable consumption. My aim with this thesis is not to measure the actual environmental impact of sample sales, such as the environmental effect related to the consumption or resource use associated with these events. Instead, with this study I aim to gain a stronger understanding of the social and cultural conditions under which consumption comes to be perceived as sustainable. By creating a deeper understanding for consumers' motives for continuous attendance at these events and their experiences within them, the study aims to provide more valuable insight to how we create conditions for consumers to engage in more sustainable consumption. In order to develop conditions for sustainable consumption, it's critical to understand emerging retail formats and the ways consumers engage with them. The research field of

environmental communication has studied the different roles of consumption and its relation to sustainability and resource use from many angles (Kannengieber, 2017). Studying new trends such as sample sales, which are becoming a more integrated part of the fashion market and ultimately consumer culture are relevant to study in connection to environmental communication as it examines how sustainability is framed and discussed in relation to overall consumption as well as within newer consumption trends. As mentioned, there is a growing awareness of the environmental and social impacts associated with everyday consumption, researching how new trends and developments are understood and experienced by consumers is valuable for explaining how meanings of sustainability and responsibility in continued consumption are formed. By using focus groups as a methodological approach, this study aims to explore how aspects of sustainability is communicated by exploring how it is understood and justified by consumers within emerging consumption trends such as sample sales.

Based on the aim of this study, these are research questions which this thesis aims to answer:

How do consumers make sense of sample sales as a form of consumption and social practice?

How is the meaning of sustainability and consumption constructed within the consumption context of sample sales?

As a new component of contemporary consumer culture, what does the social practice of 'sample sales' say about the conditions for sustainable consumption?

2. Background

This chapter provides an overview of the previous research within the field of sustainable consumption as well as the emerging attitude-behaviour gap seen in fashion consumption today. This chapter also includes previous research findings and the research gap which this study aims to contribute to.

2.1 Literature review

2.1.1 Sustainability

The topic of sustainability has become an increasingly prominent and important issue across many fields and industries (Wiese et al., 2015). Environmental challenges such as rising sea levels, high levels of greenhouse gas emissions and overproduction have increased public awareness of the need for sustainable development and sustainable production (Scoones, 2007). In recent years, sustainability has become one of the most widely used terms, used across various sectors, carrying many different associations and meanings (Scoones, 2007). One of the most commonly used definitions of sustainability comes from the Brundtland Commission (1978) which defines sustainability as “meeting the needs of the present without compromising the ability of future generations to meet their own needs.” (World Commission on Environment and Development 1987).

Following the Brundtland definition, sustainability has been further conceptualised as the interconnected relationship between social, economic and environmental dimensions of sustainability, often referred to as the three pillars of sustainability (Purvis et al., 2018). The environmental dimension refers to environmental concerns of sustainability such as the protection and responsible use of natural resources, biodiversity management and climate change (Enel, 2026). The social dimension of sustainability involves the well-being of people, reducing discrimination and inequality as well as ensuring that all people have access to necessary resources (Enel, 2026). Lastly, the economic dimension of

sustainability concerns the balance of building economic growth, while ensuring responsible resource efficiency and social equity (Enel, 2026). However, it is also important to note that the meaning of sustainable development and its relation to the three pillar definition, can also have varied importance depending on what academic orientation you have studied, further illustrating that the meaning of sustainable development remains flexible and open to interpretation (Freeney, 2024). The Brundtland definition, along with the conceptualisation of the three dimensions of sustainability, illustrates the central role which human action and behaviour have in shaping development that is sustainable, as well as the importance of considering the environmental impacts of human practices in production, manufacturing and consumption (Kuhlman & Farrington, 2010).

2.1.2 Fast fashion, overproduction and sustainable consumption

As the modern economy is continuously growing, the retail industry is also actively evolving and new trends and developments are emerging within the fashion landscape at a high rate (Ivanova, 2020). Historically fashion shows and runways displaying new and original sample pieces were the main inspiration for the fashion industry, with shows exclusive only for fashion managers and designers. After shows opened to the public in early 2000s, photographers and magazines were allowed in which resulted in the fashion process and the shows to be demystified, leading retailers such as Zara and H&M to produce interpretations of the designs at a rapid speed to attract more consumers (Bhardwaj & Fairhurst 2010). As a result, the fashion industry began to move towards faster and more responsive production cycles. Rather than producing according to traditional seasons of summer and winter clothing, fashion cycles more often feature additional production releases of new styles and collections, allowing brands to introduce new items on a monthly or even weekly basis (Alam et al., 2023). The demand for new clothing styles and collections continue to grow, leading clothing companies to produce an increasing number of samples for showroom presentations and eventual buyer evaluations to ensure the quality and standard of the clothing produced for consumers (Skytrix, 2026). In today's fashion industry, releases can range from early spring to late autumn pieces, to collections tailored

to specific events such as Valentines day or Halloween, encouraging consumers to engage in more frequent purchasing (Bhardwaj & Fairhurst 2010). As part of the typical summer/winter cycles, the fashion industry traditionally has relied on forecasting trends and demand ahead of consumption. However, as seasons and trends have evolved faster, the fashion industry has shifted towards a model centred on speed, where retailers compete by quickly responding to emerging trends and bringing them to market, hence the term *Fast Fashion* (Bhardwaj & Fairhurst, 2010). As fashion trends evolve at a faster pace, new clothing is produced and clothing samples often become surplus products that contribute to growing discussions surrounding overproduction, consumption and sustainability within the fashion industry (Skytrix, 2026).

As previously mentioned, today's fashion industry is responsible for 92 million tonnes of textile waste annually, and is expected to rise to 134 million tonnes by 2030 (UNEP, 2025). The speed at which the fashion industry is producing new garments corresponds with increasing levels of overproduction, as more brands continuously produce more garments than the market is able to absorb (Zhang et al., 2025). Previous research indicates that the global fashion industry produces between 80 billion and 150 billion garments annually, yet between 10% and 40% of garments produced remain as unsold stock (Okafor, 2025). These large volumes of surplus stock are becoming more common within the fashion industry as overproduction can be a strategic choice for brands to ensure they meet consumer demand and to avoid going out of stock (Okafor, 2025; Zhang et al., 2025). As a consequence, textile waste management remains problematic as excess garments and unsold stock are discarded in an unsustainable manner, such as overflowing landfills (Johnson, 2024). At the same time, the fashion industry has developed various retail strategies to manage and circulate excess inventory, with practices such as flash sales, outlet retail and sample sales becoming increasingly integrated into the fashion market (Zhang et al., 2025; Chicmi, 2021). Historically and originally, sample sales have been used by fashion brands as a way to clear unsold stock and showroom samples, however, they have increasingly evolved into a more visible and standardised retail event, which more

often attracts a broader consumer audience (Mzizi, 2024). Only recently, some brands have adapted to 3D-sampling with the help of advanced AI to create photorealistic samples of their designs as a way to reduce the textile waste of sample production (Rice, 2024; Skytrix, 2026). However, many brands continue using sample sales as a strategy for managing overproduction and textile waste management by redirecting samples and excess inventory to consumer hands instead of discarding or destroying items (Studio Anneloes, 2023; Mummery, 2023). Many of these sales are usually characterised by limited availability, high discounts and time pressure, casting a “Here Today, Gone Tomorrow” sense of urgency for consumers to encourage rapid purchasing decisions and reinforcing continuous consumption (Mummery, 2023; Bhardwaj & Fairhurst 2010; Zhang et al., 2025). While these practices can be framed as more resource efficient by extending the life of already produced garments, they can also be viewed as mechanisms that enable the industry to manage surplus stock while maintaining unsustainable production levels (Mummery, 2023; Zhang et al., 2025).

While issues regarding overproduction continue to rise, so does the environmental concerns in relation to increased consumption and unsustainable resource use (Kim & Damhorst, 1998). Simultaneously, is the research field of sustainability in relation to consumption practices also growing and becoming more extensive and broad (Liu et al., 2017). Previous research findings show that consumption and the act of consuming goods are more than economic transactions, but can also be understood as a cultural and social practice through which individuals communicate identity, values and culture (Miles, 1998). Consumption has historically been viewed as a natural byproduct of production and modern life today and should therefore not be morally condemned in itself. Instead consumption is understood as a socially embedded practice shaped by social norms and routines (Miles, 1998). As Bonni & Oppenheim (2008) points out, changing consumers' everyday behaviour in relation to continuous consumption is complex, as this behaviour is ingrained in habits, social expectations and frameworks. However, consumers' growing concern and awareness for sustainability is becoming increasingly apparent, as many consumers are factoring the environmental implications and consequences of their consumption choices

into their decisions (Hanss & Böhm, 2011). As more consumers are seeking sustainable alternatives for continued consumption, the second-hand market has grown exponentially over recent years, with 20 billion SEK a year in revenue in Sweden (Myrorna, 2024). Second-hand consumption is described as the purchasing of already used items and clothing and is often considered a more sustainable way to consume (Cuong, 2024). However, a recent online survey study conducted in the United States by Peleg Mizarchi & Sharon (2025) indicates that, despite being positioned as a more sustainable alternative, second-hand consumption can still reproduce a consumer behaviour similar to those found in fast fashion consumption. This illustrates a broader tension within sustainable consumption as well as overall consumption, where increased awareness and intention to consume more sustainably responsible, does not necessarily translate into reduced consumption in practice.

2.1.3 Consumer culture, attitude-behaviour gap and paradoxes

As awareness of sustainability issues relating to consumption is growing, previous research indicates that greater responsibility is often placed on individual consumers to make more environmentally conscious choices (Giesler & Veresiu, 2014). Sonneryd & Uggla (2015) discuss the concept of green governmentality, examining how environmental responsibility is often shifted from the state or institution to the individual, through a process called responsabilisation. Citizens are encouraged to view themselves as responsible consumers, where daily lifestyle and consumption choices are a key aspect to solving environmental and ecological crises. They discuss how information campaigns and advertisements promoting more environmentally sustainable behaviour such as “You control climate change, choose wisely”, also communicate implicit messages about what constitutes normative and morally right, thereby guiding individuals' free will in a certain direction to construct “the responsible consumer” (Sonneryd & Uggla, 2015). In their article the authors discuss how practice theory explains how the “responsible consumer model” often fails in reality, by shifting the analytical focus from individual attitudes towards the social practices creating the attitude, where the infrastructure, technologies and social network available to people have a central role in guiding our actions and routines. Sonneryd & Uggla (2015)

describe that consumption and the choice to consume is often embedded in social relationships and routines that shape our daily life and become habitual, suggesting that these implicit messages of pro-environmental behaviour contests these routines and habitual actions created by the social network and infrastructure, leading individuals to feel guilty and responsible for consuming.

As Teerakapibal & Schlegelmilch (2025) suggest, many consumers may express genuine environmental concern and convey intentions to make more sustainable consumption choices, yet, these intentions do not always translate into actual sustainable consumption practices. Similar paradoxical behaviour has also been found in relation to food consumption, where consumers' positive attitudes towards buying organic and ecologically produced food, deviate from actual purchasing behaviour (Terlau & Hirsch, 2015). This behavioural inconsistency is, however, particularly present in the fashion industry where consumers can express an aspiration to act sustainably, yet, continue to participate in consuming fast fashion or attend heavily discounted sales (Untarini, 2020). The behavioural gap which previous literature illustrates, is described as an attitude-behavior gap (Teerakapibal & Schlegelmilch, 2025). The persistent gap between consumers' expressed intentions and actual behaviour, demonstrates the complexity of sustainable consumption and understanding consumer behaviour, as prior research shows that environmental concern is not necessarily consistent with corresponding with behavioural change (Teerakapibal & Schlegelmilch, 2025; Untarini, 2020). However, as Bonni & Oppenheim (2008) and Miles (1998) points out, consumption decisions and consumer behaviour are shaped by social norms, routines and structural habits which influence how individuals navigate between sustainability intentions and practice, illustrating consumption as a socially embedded practice. This indicates that consumer behaviour is more than a reflection of individual behaviour and should also be explored in relation to the broader social and structural conditions in which consumption takes place (Warde, 2005). As much of the previous research within the fashion industry has focused on areas within the second-hand market and online consumption,

exploring newer retail trends and phenomena, such as sample sales, may illustrate these dynamics further.

2.1.4 Past studies conducted within the research field

A study conducted in The United States by Byon & Sternquist (2008), used the methodology of surveys and one-on-one interviews with female shoppers to explore how retail environments influence consumer behaviour and decision-making. Findings from their study show that as retailers create conditions of limited availability and rapid product turnover, signalling to consumers to “Buy now, it won't be here tomorrow” generates an environment of scarcity and urgency among consumers. As a result, consumers are more likely to engage in immediate action and exhibit “in-store hoarding” behaviour, where consumers take possession of an item and keep it to themselves as a way to prevent others from purchasing the item, even if they are uncertain about their own intention to buy. Results from their study found that consumers perceived perishability and scarcity were central to understanding “in-store hoarding” behaviour, and low-price perceptions were least important. Building on this, Byon & Sternquist, conducted another similar study in 2012, using the same methodology, which revealed further findings to suggest that consumers perceived time-limited campaigns, such as “Here Today, Gone Tomorrow” sales, as highly urgent and stressful, increased the pressure to make immediate purchasing decisions. Results from this study suggest that these types of sale campaigns result in consumption that is driven by a fear of missing out on a product, rather than the actual need of the product, hence leading to impulsive purchasing decisions, reinforcing continuous overconsumption patterns. Findings from these two studies suggest that consumption behaviour is actively influenced by retail strategies that can create a sense of urgency and perceived scarcity among consumers (Byon & Sternquist 2008; Byon & Sternquist 2012). Limited availability and time pressure are all present within the context of sample sales events, suggesting that these environments could shape or influence consumers decision-making in similar ways. Byon & Sternquist (2012) also express the need for further research of

consumers' emotions postpurchasing at these types of shopping campaigns and environments, as well as consumers' motivation for attendance.

A recent study was conducted in Sweden by Petersson & Brink (2022), with the purpose of exploring how millennials' impulse buying is influenced by limited-time promotion when purchasing fashion products online. They used the methodology of focus groups as well as semi-structured interviews and found that millennials are not necessarily influenced by limited-time promotion online, because of the knowledge that another discount or sale will soon occur again. This suggests that consumer responses to promotional strategies may vary depending on the retail environment. While online shopping has increased significantly in Sweden, a study from 2023 showed that Swedish consumers still preferred traditional in-person retail stores for their shopping needs (Statista, 2023). Sample sales are conducted in physical retail environments, where social in-person presence, perceived competition and limited availability, could contribute to consumers' perceptions and decision-making processes in ways that differ from findings observed in an online setting.

A recent study conducted in Indonesia by researchers Hakim & Salman Farid (2025), explores the effects of “Fear of Missing Out” marketing strategies in online Flash Sales, which, similar to sample sales, rely on limited-time discounts, creating a sense of urgency among consumers. Using semi-structured interviews, this study found that the promotional strategies and social media marketing, flash sales triggered consumers to shop impulsively, driven by the belief that not shopping would result in a missed opportunity. Results from this study also revealed that many consumers experienced feelings of anxiety and post-purchase regret after taking part in such sales, as a result of not fully considering their purchasing decisions. These findings further suggested that time-limited retail environments may contribute to unsustainable consumption patterns.

As seen from these previous research findings, retail environments characterised by limited availability, time pressure and perceived scarcity may influence

consumer behaviour and lead to impulsive purchasing decisions, some later to be regretted (Byon & Sternquist 2012; Hakim & Salman Farid, 2025). In the context of an evolving and fast moving consumer culture, where new retail trends continue to emerge, sample sales remain a very unexplored phenomenon, both within a Swedish context but also in broader consumer research. Many studies within sustainable consumption and environmental communication research have explored consumers' decision-making processes and perceptions of retail trends, often using qualitative methods, however, quantitative methods appear to be more commonly used within the field. There remains a gap in the literature regarding the qualitative, meaning-making process through which consumers themselves understand and make sense of emerging retail trends in relation to sustainable development and sustainable consumption. This study aims to fill this gap by exploring how consumers discursively construct meanings and understanding of consumption within evolving retail environments such as sample sales, and how sustainability is considered in relation to these consumption practices, further contributing to deeper understanding of sustainable consumption within today's consumer culture.

3. Theoretical Framework

This study applies a cultural and social constructionist approach to explore how consumers interpret and negotiate the meanings of sample sales in relation to sustainability. This chapter will provide an overview and a background of theories applied and discuss their relevance to this study as well as how these will further guide and expand the thesis discussion.

3.1 Consumer culture theory

Consumer Culture Theory (CCT) is a theoretical perspective that addresses the dynamic relationship between consumers and consumer actions, the marketplace and their cultural meanings (Arnould & Thompson, 2005). The theoretical perspective of CCT and the previous research conducted within the field, explored how the consumption culture impacts and influences consumers decision making, illustrating how consumption and the act of choosing to consume is more than the result of just an economic transaction (Arnould & Thompson, 2005). Fashion style and choosing your clothing in the morning is not just a practical choice, it can also be viewed as an effective tool for self-expression and formation of identity from which we can also express our culture and traditions (Wolfendale & Kennet, 2011). Clothing and fashion is often used as a way to communicate identity to the outside world, and present a personal style, preferences or cultural affiliations (Effremov et al., 2021). Within Consumer Culture Theory, market messages are understood to influence consumers' choice to consume, where consumption can be understood as an active process where individuals interpret and coordinate cultural meanings attached to products, clothing and consumption experiences (Arnould & Thompson, 2024). Consumption can be understood as a social and cultural phenomenon, where shared meanings, norms and narratives shape how clothing and consumption experiences are interpreted, placing consumption behaviour as a process within a cultural system (Arnould & Thompson, 2005). As mentioned, the awareness of the environmental issues and

impact associated with high levels of consumption, have increased in recent years, influencing how consumers approach their consumption practices (Maduku, 2024). Within today's fashion markets, sustainability has increasingly become a significant cultural narrative shaping consumption practices (Das & Albinsson, 2023). Recent research demonstrates that sustainability discourses influence how consumers interpret and justify different forms of fashion consumption, as well as newer retail formats and consumption trends (Heidenstrøm, 2024). Where brands with a stronger outspoken sustainability image and focus, bring consumers more trust in the brand to continue consuming clothing and products from the brand (Rastogi et al., 2024).

3.1.1 Consumer culture theory and its relevance to this study

As mentioned, sample sales have grown to be a popular market strategy to gain media attention around the clothing brand, while simultaneously acting as a way to manage surplus stock and waste as well as to make room for further production (Mzizi, 2024). As sample sales increasingly have been incorporated into fashion market strategies, they have become a more visible and normalised form of retail practice within the evolving fashion industry (Mzizi, 2024). Applying CCT for this study provides a relevant theoretical perspective for building a deeper understanding of how consumers describe and interpret sample sales as a form of fashion consumption. Using CCT to guide this research and thesis discussion allows this study to explore how meanings related to consumption and sustainability are constructed around this type of retail practice. Exploring how consumers interpret and approach emerging retail trends, such as sample sales using CCT as a theoretical perspective also allows for a deeper understanding of how these meanings are situated within broader cultural understandings of sustainable consumption.

3.2 Symbolic interactionism

Symbolic interactionism is a micro-level theoretical framework that provides insight to how shared meanings and differences in interpretations are constructed through social interaction amongst individuals (Carter & Fuller, 2015). Central to symbolic interactionism, is that individuals act based on the meanings objects

have for them. Interaction takes place within social and cultural contexts where individuals define and interpret people, objects and situations based on individual meanings, these meanings emerge through interaction with others and are continuously created and reinterpreted through social interaction (Blumer, 1969 cited in Carter & Fuller, 2015). Words, objects and language function as symbols and tools that individuals use to communicate meanings and make sense of their social environment, the meanings that emerge through social interaction, further influence how people interpret situations and help guide their actions (Carter & Fuller, 2015; Herman and Reynolds, 1994).

3.2.1 Symbolic interactionism and its relevance to this study

The use of a symbolic interactionist perspective to explore consumer behaviour and consumers relations and understandings of sustainable consumption have increased in recent years (Gordillo-Rodriguez et al., 2023). Previous research within the field of sustainable consumption and environmental communication have increasingly focused on how consumers' interpretations and meanings of sustainability affect and relate to their consumption practices (Wörösch & Köteles, 2025). Symbolic interactionism is particularly relevant for this study as the aim of this research is to to gain a deeper understanding of how consumers interpret and make sense of sample sales as a consumption practice in relation to sustainability and sustainable consumption. As a symbolic interactionist perspective emphasises that shared meanings and understanding emerge and are shaped by social interaction, qualitative methods such as focus groups, enable participants to discuss and reflect upon their understandings collectively and respond to the perspectives of others (Morgan, 2012). In the context of this study, focus groups together with a symbolic interactionist theoretical framework, provide a deeper insight into how consumers make sense of sample sales as a form of consumption and how they associate such consumption practices with sustainability. Using a symbolic interactionist perspective for this research allows this study to gain a comprehensive understanding of how consumers actively construct, build upon and challenge interpretations and understandings of sustainable consumption. Through the dialogue and interaction between

participants and applying symbolic interactionism as an analytical framework, the study can explore how sustainability narratives, justifications and tensions in relation to consumption practices are created and collectively built upon in real time.

3.3 Practice theory

Practice theory offers a complementary theoretical perspective to symbolic interactionism, by exploring how these meanings are reflected within broader consumption practices and routines. Rather than viewing consumption as strictly the outcome of personal preferences and choices, practice theory conceptualises consumption as part of broader social practices (Warde, 2005). From a practical theoretical perspective, the analytical focus of consumption moves further than the individual choice, but as practices made possible through the interaction between materials and organisational structure, allowing for a deeper understanding of how consumption practices are reproduced and structured in everyday life (Beatson et al., 2020; Halkier et al., 2011). Practice theory helps shift the analysis to explore the interconnected elements of an activity, by analysing the materials and organisational structure available to individuals, meaning the physical things available and the arrangement of the practice (Sonnerd & Uggla, 2015). In practice theory, the competencies and meanings of a practice are also analysed, meaning the skills and knowledge to navigate within the situated practice as well as the cultural understandings and norms attached to the practice (Sonnerd & Uggla, 2015). A practice can also have multiple and conflicting meanings that can shift over time (Sonnerd & Uggla, 2015). Within the context of fashion consumption, the act of purchasing clothing is not only the result of personal preferences, but also a moment and practice influenced by social norms, cultural meanings and availability of particular retail formats (Warde, 2005).

3.3.1 Practice theory and its relevance to this study

Using a practical theoretical framework to explore consumption practices and sustainable consumption, have also increased in recent years within the field of

environmental communication and consumption culture (Beatson et al., 2020). Within sustainability research, practice theory has become a valuable framework as it allows a deeper understanding of how everyday practices contribute to environmentally significant consumption patterns (Røpke, 2009). Within the context of this study, applying practice theory provides a valuable perspective for analysing sample sales as a particular consumption practice within the fashion market. While sample sales is an event structured as a way to manage surplus stock and offload storage units of sample items and unsold garments, the retail event takes place within a broader fashion market (Smith, 2023). By analysing and discussing how consumers engage with these types of retail events through a practical theoretical lens, this study explores the material and organisational structures shaping this practice, as well as the meanings and competencies connected to the practice and how these relate to broader understandings of an evolving consumer culture and new market structures (Sonnerud & Uggla (2015). Authors Sonnerud & Uggla (2015), describe how studies conducted using practice theory, can help explain the variety of ways consumers can respond to and motivate acting "environmentally responsible" in their consumption choices. Within the discussion of the research findings, applying practice theory, helps analyse how participants position sample sales within their everyday consumption practices and how any conflicting narratives between sustainability and active participation in fashion consumption are managed and discussed among participants.

3.4 How these theories work together for the aim of this thesis

This study applies a combinative social and cultural constructionist theoretical approach using symbolic interactionism, practice theory and consumer culture theory to develop a comprehensive understanding of consumer participation in sample sales. Through focus group discussions, participants collectively discuss and reflect on their experiences of sample sales and collectively give meaning to them. Meaning can not exist on its own, but is collectively created as people interact with each other (Morgan, 2012). Using symbolic interactionism as a

theoretical approach the study can analyse how participants, through interaction, build upon shared experiences and collectively construct meaning around sample sales (Morgan, 2012). With a practical theoretical approach, the study can analyse how these meanings are enabled and influenced by the material and organisational structure of the practice described by participants. Analyzing these organisational and material structures, in relation to the meanings and competences described by participants, helps explain the conditions that make these understandings and consumer actions possible. Consumer culture theory is valuable in relation to these theoretical approaches and what they help explain, as they together help frame and apply the thesis findings as part of a broader cultural system of consumption. In this way, consumer culture theory acts as a kind of umbrella perspective to help understand the role which sample sales have in an evolving consumer culture and how they relate to broader sustainability discourses within the fashion market.

4. Methodology

This chapter provides an explanation and motivation of methodology used to gather data for the aim of this study as well as the related research questions. This chapter will also discuss the ethical considerations and risk awareness of the methodology.

4.1 Qualitative methodology

For this study I have conducted a qualitative method for data collection. As mentioned, much of the previous data collection used in the research field of sustainable consumption and consumption behaviour has leaned towards more quantitative methods, such as surveys and questionnaires. By using qualitative methods for data collection the researcher can often gain a deeper understanding of reasons and meanings of the actions or behaviour in question (Lim, 2024). As the aim of my thesis is to gain a deeper understanding of how consumers understand and interpret sample sales in relation to sustainable consumption, using a qualitative method for data collection is motivated.

4.2 Focus groups as data collection method

Following the aim of my thesis and research questions, I conducted focus groups as my qualitative data collection method. While there are many definitions of what a focus group is, it can be summarised as a group of individuals selected and assembled by a researcher to discuss and comment on a topic that is the subject of research (Gibbs, 1997). Although focus groups can be described as a type of group interview, they can also be described as a structured group discussion (Gibbs, 1997). Group interviews are primarily structured around the interaction between the researcher and the participants, while the focus groups are assembled with a greater emphasis on the interaction amongst the participants (Kitzinger, 1995). The purpose of using the focus groups as a research method, is to create an environment where participants are able to share knowledge, experiences and perspectives as a way to gain a deeper collective understanding of a researched topic (Gibbs, 1997). While one-on-one interviews are useful for collecting

individual attitudes and experiences and may also be easier for the researcher to control, focus groups can elicit a valuable and insightful interaction between participants. By using focus groups the researcher can collect different views, experiences and reflections, and observe how participants build on or challenge each other's ideas, to collectively make sense of the topic in question (Gibbs, 1997). As this study explores how consumers describe and understand sample sales as part of an evolving consumption culture, as well as how these meanings relate to sustainability and conditions for sustainable consumption, focus groups were deemed to be the most appropriate data collection method.

4.2.1 Organisation of focus groups and sampling

Focus groups are organised by the researcher with the aim of facilitating conversation among participants and to maximise the collection of meaningful and relevant data within the time available (Acocella, 2011). Finding participants who already know each other or share similar backgrounds, helps to create a familiar environment where participants tend to feel more comfortable expressing their thoughts and experiences regarding the topic of research (Acocella, 2011). When composing the focus groups, this study aimed to balance homogeneity and heterogeneity within the group dynamics, in order to create an environment where participants feel equal and comfortable sharing their opinions, while also allowing for diverse perspectives and some dynamism within the discussions (Acocella, 2011). Most participants for these focus groups were gathered at a student nation here in Uppsala, as the possibility of reaching people who had previously attended sample sales was considered relatively high. A student nation can be described as a student house/organisation where students can have a coffee, study, attend formal student dinners or become part of nation choirs and orchestras (UU, 2025). Since the mid 1600s, Uppsala has had 13 student nations which were originally formed based on regions of Sweden that students came from, today the nations are open to all students and act as a core aspect of student life in Uppsala (UU, 2025). The selection of participants was based on purposive sampling combined with aspects of convenience sampling as participants were recruited through loose connections within the nation, however, eligibility for the study was restricted to

individuals who had previously attended sample sales (Obilor, 2025). As the recruitment took place within an established student community, some participants were already familiar with each other. This contributed to a more relaxed and discursive setting, which helped support an open discussion and reflection on the topic of sample sales in relation to sustainability and consumption. This sampling approach was deemed appropriate for this study as it ensured that all participants had attended sample sales previously while simultaneously enabling an in-depth explorative discussion of sample sales within the time frame of the study. As participants were recruited within a specific student context, the sample represents a relatively homogenous group of young consumers, however, this homogeneity was deemed suitable for the aim of this study as it still allowed for a focused analysis of participants' meaning-making and understanding of the sale phenomenon.

Using focus groups as a research method needs careful planning and moderation as recruiting participants can pose a challenge as some may drop out and cancel at the last minute. Traditional focus groups are typically conducted with around 6-10 participants for each group session, allowing for many perspectives to be lifted while still manageable for the moderator (Greenbaum, 2011). However, this study was conducted using mini groups, consisting of approximately 4-6 participants in each group, resulting in 20 participants in total. This study used mini groups as it was a practical way of creating more in depth discussions of the researched topic as each participant had more time and space to elaborate on their experiences and viewpoints (Greenbaum, 2011). As a moderator, I was able to facilitate a more detailed and reflective conversation with fewer participants in each group and could ensure that all participants were given time to lift their experiences and perspectives of sample sales.

While all participants had prior experience of attending sample sales and an interest in fashion, it was unclear how often or when the last time participants had attended a sample sale was. Visual stimuli, such as images, are a way of facilitating reflection and evoke memories as well as encourage participants to

express associations and meanings related to the events depicted in the imagery (Anastas, 1994). As a way to support participants' recall and to help stimulate the discussion in focus groups, the study used visual stimuli in the form of images from previous sample sales as well as promotional advertisements to encourage reflections and memories from previous experiences at sample sales. The study also used visual stimuli in the form of images depicting mountains of discarded clothing as well as garment production factories in Bangladesh, to prompt participants to reflect on and discuss sustainability in relation to consumption, production and sample sales as a retail trend. By using both visual stimuli and open ended questions to guide the focus groups, this research aimed to create a more holistic understanding of participants perceptions. It should also be noted that throughout this study, participants and consumers are used synonymously as the participants of this study are also consumers of sample sales.

4.2.2 Validity and reflexivity

To ensure this study's quality, considerations of validity are addressed in order to maintain trustworthiness and consistency of the research findings (Creswell, 2014). Following Creswell (2014) several strategies are applied to strengthen the credibility of the study. All focus group interviews were conducted in Swedish, as this was the participants' native language. Conducting the interviews in their native language, allowed participants to express their views and understandings more accurately and in greater depth. This strengthens the validity of the research findings as it reduces the risk of misunderstandings in communication between me, the researcher, and the participants, as well as within the group. Throughout the research process, I consciously reflected on my role as researcher and any potential biases, in order to maintain awareness of them and manage them throughout the research process. As I had attended sample sales prior to this study, I also entered the research process with prior knowledge and experiences of these types of events. This meant I was familiar with the topic, which may have contributed to the facilitation of focus groups and understanding of the research context, however, it also required continuous reflection and reflexive awareness of my own experiences and assumptions throughout the analysis process.

Continuous discussions with the supervisor throughout the research process, functioned as a form of peer debriefing and allowed for a more critical reflection, supporting the validity of the data collection and analysis (Creswell, 2014).

4.3 Ethics

Throughout this research process, ethical considerations were addressed and maintained. As participants were asked to participate, they were informed that their involvement and participation was voluntary and that they could withdraw from the study at any time without providing a reason for their withdrawal. All participants were also informed in advance that the interviews would be recorded for research purposes. Prior to the start of each session, all participants were given an information sheet, explaining the purpose of the study and again informing that participation was voluntary and withdrawal is accepted at any time without an explanatory reason. The information sheet also informed participants that the interview would be recorded and transcribed for research purposes, they were also informed that all research material and information would be stored securely and deleted as soon as the thesis received a final grade. The information sheet also disclosed their rights under the General Data Protection Regulation (GDPR). The information sheet informed participants that no sensitive information was intentionally collected and that if participants were to share sensitive information during discussions, confidentiality would be maintained and that information would not be shared. Through the information sheet, participants were also informed, that all participatory information would be anonymous and pseudonymised. The information sheet was given to all participants at the start of the session and all participants were informed to keep the sheet if any questions or concerns were to be raised throughout the research process. Recorded oral consent was obtained from all participants before any discussion of the researched topic began. The oral consent was audio recorded and was then stored together with the research data as documentation of informed consent. The consent procedure and information was based on the SLU template for the processing of personal data in research (SLU, 2024). As moderator, it was my job to ensure that all participants felt comfortable throughout the focus group interview process (Klofstad, 2005).

Ahead of each interview, an overall wellness check was conducted to ensure participants felt comfortable doing the interview at that time.

4.3.1 Data analysis

The data collected for this research was analysed using thematic analysis, as using thematic analysis allows the researcher to identify underlying themes and patterns, it is especially useful for this type of exploratory research (Braun & Clarke, 2006). The analysis followed the six-phase framework established by Braun & Clarke (2006). The first step that Braun & Clarke (2006) suggests involved familiarisation with the data collected, which entailed transcribing, reading and then re-reading all the focus group interviews. In this study, this process was further extended as all interviews were conducted in Swedish and subsequently translated into English for the purpose of this study. All interviews were transcribed word-for-word and throughout the analysis, the audio recordings were listened to several times as a way to ensure accuracy in the transcriptions and initial notes were written down. This transcribing process enabled me as a researcher a more in-depth understanding of participants' perspectives, which was helpful as I came to step two of Braun & Clarke's (2006) analysis framework. The second step involved generating initial codes from the collected data that related to the aim of the thesis. This process was done by systematically identifying and extracting relevant quotes and discussions from the transcripts, which were then organised in a separate document for further analysis. All quotes were given a short description, and as more quotes were collected, patterns and recurring subjects began to emerge and throughout this process the data collected started to become more clear and insightful. The third phase involved searching for themes, this meant organising the initial codes into potential themes. Quotes that reflected similar patterns or meanings were grouped together to form border thematic categories, making it easier to see correlations within the data. As part of the fourth step, Braun & Clarke (2006) suggest the creation of a thematic map to support the review of the initial codes and themes, which was also helpful when reaching the fifth step of the analysis which involved defining and naming themes. The map consists of three main themes which emerged during the coding

process. The themes that emerged were consumers' Meanings, where feelings of chaos, impulsivity, confusion and regret were recurring. The other theme that emerged was Sustainability which involved topics of overconsumption, textile waste and the view of sample sales as an intermediate step within continuous consumption and disposal. Another theme that emerged was Responsibility, where topics of companies versus consumers role in sample sales and the role of social media marketing emerged as recurring themes. The thematic map that helped structure the thesis findings can be found in the Results chapter. The sixth and final step in the framework outlined by Braun & Clarke (2006) involved the production of the actual report; the analysis of themes is further discussed in the sixth chapter of this thesis.

4.4 Limitations

During the initial planning phase of this study, the intention was to conduct interviews with consumers in direct connection to sample sales in Stockholm, in order to gather impressions and reflections closer to the actual event. However, sample sale events are typically communicated to the public with short notice, making it difficult to plan for recruitment and data collection in advance. Companies hosting these sale events are also not announced far ahead of time, which further complicated the possibility of contacting organisers to arrange for focus groups on site. Considering the unpredictability of these events, it would have been difficult to ensure that a sufficient number of participants could be recruited in direct connection to the sample sale events to generate enough useful qualitative empirical material needed for the aim of this study.

During the initial planning phase of this study, I also became aware of groups on Facebook dedicated to sharing news and information regarding sample sales in Stockholm. At the time of this study, the group had approximately 20 000 members. I contacted the group administrators about the possibility of sharing a post informing the group about the study and inviting members to participate in focus groups discussing sample sales in relation to sustainability. However, the administrators informed me that only posts specifically related to news and

information of upcoming sample sales were permitted. Conducting the focus groups within a student nation instead, meant the study had a more structured and reliable recruitment process while still ensuring participants met the participatory requirement of experience of sample sales which created a qualitative discursive environment addressing the aims of this study.

Sample sales are a global phenomenon and retail trend, with events held worldwide in varying formats and magnitudes. However, this study is contextually limited to the Swedish fashion and environmental communication landscape, as the empirical material is based solely on focus groups conducted in Sweden. While findings from this study are within this specific context, the theoretical framework and methodological approach could still be used for research beyond the Swedish setting.

5. Results

In this results section, I will present citations and excerpts from discussions among participants, gathered from the focus group interviews as to illustrate the findings from this study in relation to the aim of this research as well as the research questions. The thematic patterns that emerged from the theory and data analysis were: Meanings, Sustainability and Responsibility, which are further presented below.

5.1 Meanings

One theme discussed related to the meanings consumers ascribed to sample sales. The meanings were mainly characterised by recurring descriptions of chaos, urgency, impulsivity and post-purchase regret. Almost all participants consistently described sample sales as intense and chaotic consumption environments, characterised by crowding, sensory overload and competition. One participant gave a summarised description, very similar to the other focus groups descriptions, depicting the events as *“large and quite chaotic sales events, with long queues and a lot of people”*. In another group the participants spoke about participating in long queues to events, describing a highly competitive behaviour among attendees, comparable to seagulls. As one participant explained *“With these long queues that form, it's almost like people become similar to seagulls in a way. /.../ When people pass by and see this, it may make more people feel that they also have to join the queue to see what is available inside”*. Illustrating how the social significance and part of the appeal to engage with this sales phenomenon can be associated with the visibility of long queues to attract further participation from more people. There was a shared understanding among all participants that the sample sales gave them an opportunity to buy branded clothing at a lower price, explaining that this was one of the main motives for attendance, as one participant explained, *“It can be exciting also, you never know what you might find. I have often bought branded clothes for a lot cheaper at these events, and they're almost always held in these big warehouse spaces”*. The quote further illustrates how sample sales are described as exciting, opportunity-

based consumption spaces where branded goods are made accessible through highly discounted and unpredictable shopping experiences, where participants position sample sales as an event-exclusive way to purchase these items. Participants often framed this in terms of a fear of missing out, where the sample sales were described as a rare opportunity that should be acted upon. The quote also mentions another unique aspect of the organisational construction of sample sales being conducted in larger open warehouses, which a majority of participants spoke of when describing the area of the event. Participants described how the event can be challenging and demand high engagement from attendees, as one participant describes the environment of the space as a place where consumers, “... *have to be prepared to roll up your sleeves, dig through things and change in a corner or on top of the clothes you're already wearing, since there are often no fitting rooms*”. The quote illustrates the way sample sales differ from when regular stores or outlet stores hold sales, consumers do not have the same opportunities to try on clothes and many express feeling stressed to find “...*the good stuff before anyone else...*”. A similar pattern among focus groups were participants' descriptions of an environment of stress and competition where the time to evaluate whether they actually want the clothes did not feel available in the same way as in a regular store. The consumption conditions curated from the construction of sample sales can be further illustrated through a discussion held among participants from one of the focus groups:

Speaker 5: “*I think the reason people buy things they don't end up using isn't because things are cheap and you feel like you have take the opportunity, it's also about how sample sales are designed. Since there often are no changing rooms or they are very limited, it's very difficult to try things on and you usually can't return items, even though I understand it's hard to offer returns when the sale only lasts two days. It's not designed to be an enjoyable experience by the companies holding these events, I believe.*”

Speaker 3: “*Exactly, it's crowded and things are everywhere and nowhere, and trying on clothes feels impossible and people are hoarding items.*”

Speaker 1: “*Yes I've seen that (hoarding) so many times.*”

Speaker 3: *“Yes, the last time I went to a sample sale, I left with a moving box full of items, but I think I only use two of those items today.”*

This discussion illustrates how participants experience these events as intentionally chaotic through the design of them, where competition can lead to consumers demonstrating a hoarding behaviour to hold onto items which ultimately can result in impulsive and hasty decision making. Which can be further illustrated as one participant explained, *“One time I was at a sample where the environment was so chaotic and rushed, that I accidentally bought two of the same shirt.”*

During the focus group interviews, imagery from previous sample sales held in Stockholm were laid out on the table. One participant reacted strongly to these photos, expressing that feelings of internal stress, similar to PTSD emerged when looking at the photos. The participant associated the event with navigating through crowds and an extreme stress of trying to find the right things before others did and expressed that the process could be mentally stressful from all the different impressions gathered throughout the event. The participant also expressed, *“The pace of everything is so fast that you almost feel a bit disgusted with yourself, both while being there and also on the way home with items in the bag. I always feel completely emotionally drained after a sample sale”*. Another participant also recalled how *“people were like animals, tearing open boxes and looking for their size”*, these associations and experiences further showcase how the understanding of sample sales differ from ordinary retail settings and are characterised by a sense of urgency and competition, leaving consumers emotionally exhausted from attending. Participants from other focus groups had similar experiences, as one described feeling less enthusiasm and satisfaction from recent events and purchases and how the stress from the event accumulated within the bag, which was left untouched for days after the event until items eventually were brought out to be used. Illustrating the meaning and impact which the environment of the sample sale can have on the consumer, even as they come home from the event.

Participants also reflected on how sample sales were discursively framed and understood, particularly in relation to branding and value of the event. Among participants, there is a shared understanding that the limited time frame of the event adds to the unpredictability of the event, which adds a layer of excitement, as participants link this to wanting to attend the event. When discussing this, one participant expressed the shared view among the group as, “*the feeling of missing out, combined with something that is not normally available, suddenly being accessible for a very limited time frame - then you feel like you have to take that opportunity*”. This illustrates the meaning which participants assign to the limited time frame of these events as it creates a sense of urgency among attendees and a pressure to act on the time-limited opportunity presented to them. In contrast to other in-store experiences, participants talked about how “*in regular stores, I feel more calm as I can walk around in peace and quiet and feel I have the time to consider the different ways I can make use of an item and then determine whether it's worth the purchase, you don't have that time at sample sales*”. This quote further illustrates the effect the time-limitation and surrounding environment of sample sales has on consumers in contrast to more ordinary retail environments, suggesting that the sample sale shopping environment can actively influence consumers decision-making process. A majority of participants also described seeing companies' promotional advertisements of the event and then building a hype around the sample sales events on social media. Participants describe an excitement surrounding the events, explaining that the uncertainty of what the sale could offer, is also part of the allure. Another shared interpretation that emerged among participants was that there had been a shift in the way sample sales were understood from their original purpose. While historically associated with selling sample items and test products, participants noted that sample sales today often function as larger clearance sale consisting of past collections sold at reduced prices. This illustrates that participants noted a disconnection from the label of sample sales and the actual practice, however the label was still seen as strategically important. As one participant expressed, the term allows particularly high-end brands to “*hide behind*” the label, as it framed the event as more

exclusive and avoided associations with outlets and ordinary discount retail, suggesting a symbolic distinction to the concept of sample sales and the meaning which participants assign to the label.

5.2 Sustainability and sustainable consumption

The second theme related to the sustainability dimensions of the sample sale phenomenon as well participants broader reflections on sample sales in relation to sustainable consumption. The sustainability dimensions discussed were mainly characterised by topics related to the consequences of overproduction, optimism met with scepticism and framing of sample sales.

A majority of participants had a shared understanding that sample sales in their original format of selling sample items at a discounted price instead of these going to waste, represented a more sustainable alternative. Similar to the discussion point made clear under the theme of Meanings, participants also explained that shifts in how sample sales are organised today made them less credible from a sustainability point of view. Many participants explained that, in recent sample sales they had attended, they often encountered larger quantities of the same clothing item available and in multiple sizes. In relation to this, one participant explained, *“It does not feel sustainable anymore, it rather shows an overproduction of clothing and samples and makes you question how many samples they actually need?”*. This illustrates that the shift which participants are experiencing in sample sales today, are contradictory to the idea of sample sales as a way to sell test products and excess items, resulting in a confusion from consumers regarding the sustainability aspects of organising a sample sale and more as a practice that reflects a system of overproduction. Some participants argued that sample sales were sustainable, as seen in a discussion among participants below,

Speaker 4: *“I believe sample sales as a concept is very good, for the market economy but especially for the environment. It's better for the consumer to get a cheaper item and the environment doesn't have to suffer a larger landfill.”*

Speaker 3: *“I think that all has to do with the scale at which you're producing though, if companies have it as a sale strategy to intentionally overproduce and then sell items for cheaper at a sample sale that also results in the company receiving exposure and hype, then that's not sustainable.”* This exchange illustrates the tension in some of the participants' perspectives, where sample sales in one way are understood as a way of reducing waste and strengthening the market economy and in another perceived as part of a broader strategy of reinforcing overconsumption. Participants explain an understanding of companies need to produce samples in order to test the products and that otherwise the risk could be that 30 000 items could be produced with a faulty zipper, the question of sustainability aspects arise when participants see so many of the same units. The discussion also mentions another aspect which participants reflected upon regarding sustainability in relation to sample sales, which is the role of social media and the framing of the event. Many participants encountered advertisements for sample sales on social media, where they are framed as *“Here today, gone tomorrow”* or *“This is your last chance to buy, gone tomorrow”*, illustrating the time sensitivity and urgency for consumers to buy products. Participants describe going to sample sales, not necessarily looking for any specific items but instead with the intention to look around, which was shifted after seeing these types of advertisements. One participant explained, *“Sample sales create this kind of false justification that by buying the product, I'm preventing it from sitting in a storage unused or from being thrown away to a landfill, so from a sustainability point of view, it feels better that I buy it.”* Another participant responded to this saying, *“It feels like if I don't buy this, it will be thrown away. It becomes a situation where you feel like you're saving the item and doing something good for the environment”*. This discussion illustrates how the framing of sample sales can contribute to a perception among participants that purchasing at sample sales can be seen as a form of “saving” clothing or products that would otherwise have gone to waste or ended up in landfill. This illustrates how consumption in this sense, can be reinterpreted as a responsible or sustainable act, as participants feel they are actively preventing an item from ending up in a landfill by consuming it.

Building on this, many participants express seeing advertisements for sample sales more often today, as one participant explained, *“Almost every bigger fashion company today holds sample sales, many with a very outspoken sustainability focus and with sustainability as a core value. I get that as well, it's much better that the clothes end up in someone's wardrobe than a landfill”*. This illustrates how sample sales are being normalised as an environmentally responsible practice as they more regularly being adopted and promoted by brands with a stronger outspoken sustainability focus. However, some participants remained sceptical of this framing, saying *“But the risk is that the wardrobe just becomes an intermediate step for the clothes ending up in such a landfill. /.../ shows an immense overproduction and miscalculation of the market demand, which ends up impacting the environment and climate change”*. Illustrating that participants also question whether sample sales actually prevent waste in the long term and how consuming the products can also be regarded as an intermediate step before the clothing eventually ends up in a landfill. The quote also shows that participants actively question the reason brands organise sample sales, pointing to the underlying issue of overproduction and its consequences for the environment. One participant explained, *“I have no idea what happens to the clothes that are left over from a sample sale, I doubt that they donate it as they want to make a profit from their produced clothing. I know that if I don't use the item, I'll give it to a second hand”*. Which was followed by another participant, *“I would have more reliability to the sustainability of sample sales if I knew that all leftover clothing were donated to a secondhand or organised in collaboration with a secondhand”*. Illustrating that the participants don't trust that the brands organising these sales will take adequate care of any leftover clothing. Further illustrating that participants associate sustainability concerns to the afterlife of the clothing as well as within the purchasing decisions. Participants also questioned the relation between sustainability and market logic, where from a sustainability perspective the long term environmental consequences of emissions released due to overproduction were discussed, both in relation to climate change but also as an impact on the workers and people from countries producing clothing. In contrast,

market logic and companies were discussed as prioritising short-term economic gain, with sample sales as a way to manage excess stock while still generating profit, illustrating sample sales as an opportunistic practice.

5.3 Responsibility

Another theme related to the role of responsibility in relation to sustainability of sample sales and sustainable consumption in broader terms. Discussions were characterised by topics related to justifications to attend the event, the responsibility of companies and the fashion markets.

Many participants agreed that sustainable consumption was characterised by mindful and selective consumption, however, the way which participants describe their consumption choices, differ in regard to purchasing items at sample sales. As two participants expressed, Speaker 6: *“I'm not an angel when it comes to sustainability, and as a student you have very little money, so it's very tempting to keep going to sample sales, even when they are chaotic.”*

Speaker 2: *“It's hard when a very expensive brand has a sample sale with 70% off and I know that I would never have been able to spend that kind of money on these clothes at full price, making it tempting to go and queue”*. This discussion illustrates how sample sales can be understood as a way for students, with a limited student budget, to access clothing and products that would otherwise be unattainable. While participants are aware of their responsibility to consume sustainably, this is often set aside in favour of affordability and the appeal of lower prices, illustrating how economic constraints can affect consumption actions both before, during and after a sample sale and be motivating enough to deal with the chaos surrounding the event. In relation to this, another participant also expressed that they did not always have time to think of the sustainability aspect of further consumption during sample sales and were more focused on getting the best deal for their money, saying, *“you almost become a bit selfish, like now I just want to find something cheap”*. While expressing a sense of guilt for consumption, the emotional reward of finding a good deal, legitimises participation and allows consumers to temporarily put the apparent awareness and

responsibility of consuming sustainably to the side. Another participant also expressed that doing this interview had made them come to the realisation that, when it came to buying food, they were more willing to spend the extra money to make sure the produce was organic and locally sourced, but did not understand why they did not have the same mindset when buying clothing. Further demonstrating how participants actively reflect on their responsibility in relation to their sustainability concerns and how it can be perceived and motivated unevenly across different consumption contexts.

When discussing the responsibility of companies in regard to organising sample sales, many participants related this to a discussion regarding the conditions of the people producing the clothing and questions of the value of the products based on the considerable shift in price. Participants questioned what their consumption at sample sales contributed to by reflecting on the reasoning for companies to have 40 identical samples to sell at 70% off, one participant expressed, *“It feels unreasonable and makes me question why prices were so high to begin with, what is the actual value of them? As a consumer it makes me feel confused and almost fooled”*. This illustrates how participants actively questioned both their own role and the company's responsibility and the moral concern within the moment of further consumption. However, in regard to brands' responsibility and role within organising sample sales, some participants also expressed that companies should not be fully held responsible for the production practices behind these events. As one participant explained, *“Sample sales are a kind of market adaptation to cope with consumer demand”*. Similarly another participant argued that today's fashion brands operate in a highly competitive market and need to produce to meet consumer demand and maintain consumers interest through new collections. This perspective illustrates that participants do not place full responsibility on companies, but suggest it could also be shared by consumers. Illustrating that sample sales could also be seen as a response to current market conditions, showing how production practices are influenced and reactive to competition from the fashion market as well as meeting consumer demand. However, not all participants agreed with this perspective, explaining, *“I don't believe you can call*

yourself an environmental advocate if you shop at sample sales, because it still supports companies overproduction. By buying these discounted items, you allow companies to keep producing more than necessary, since they know they can sell the excess later. This lets them maintain their "sustainable" and "circular" image by selling off the surplus products instead of only producing the samples actually needed to test their products". This illustrates participants' understanding of sample sales as part of a broader system of overproduction, suggesting environmental responsibility is more than purchasing behaviour, and can also be part of how companies manage surplus stock while presenting a sustainable image.

The figure below depicts the thematic map used to structure research findings from this study.

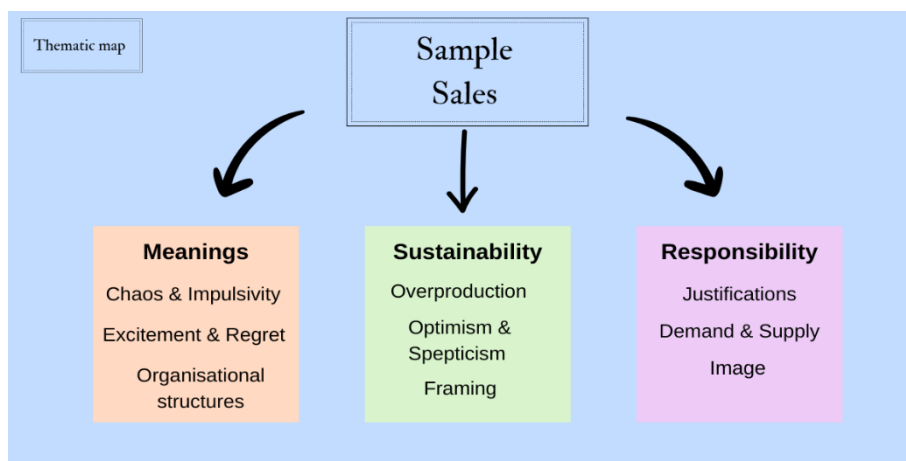


Figure 1: Thematic map of sample sales, illustration by author

6. Discussion

This chapter further analyses and discusses the thesis findings in relation to previous literature as well as the theoretical framework of Consumer Culture Theory, Symbolic Interactionism and Practice Theory. The discussion is structured around the thesis research questions, which are guided by the overall aim of this study.

6.1 How do consumers make sense of sample sales as a form of consumption and social practice?

The findings from this research suggest that participants understand sample sales differently than ordinary retail spaces and sales, instead they describe environments of excitement and opportunity but simultaneously chaos, crowding and competition. Participants of this study also described an attendee behaviour similar to seagulls by the way people gathered at the sale events, showing how meanings are constructed through observing the way others at the event behave. As participants observe the crowd and engage in queuing practices, social and behavioural cues emerge which influence how consumers understand and navigate within the sample sale environment. Participants describe attending sample sales in larger open warehouses where there are often no changing rooms available or only a limited few, meaning that participants did not have the same opportunities to try on clothes or had to try on items on top of the clothing they were already wearing. Many participants also described a concern regarding the return policy of sample sales, as they discuss its impracticality and how it might encourage more impulsive purchasing behaviour. Participants consistently described the events as an opportunity to purchase more high end brands at more affordable prices, which contributed to a sense of excitement of what would be available, but also contributed to a competitiveness among consumers. The perceived limited availability of items and the awareness of the other attendees roaming shelves, searching for “the best” clothing, created a competitive

atmosphere where participants felt a need to act quick and hold onto the items they found.

As stated by Carter & Fuller (2015) in relation to the theoretical perspective of symbolic interactionism, meanings are created through social interaction amongst individuals. The research findings from this study illustrate how the meanings attached to sample sales emerged as participants actively discussed the event together and found similarities as well as differences in their experiences at the events. These findings reveal the role which the social environment of the event has in shaping participants' understanding of their experiences at sample sales as a consumption practice. Further drawing on theoretical discussions from Carter & Fuller (2015), these thesis findings reveal how participants create meaning of sample sales through the understanding of the social cues and surrounding environment and how these interactions also influence their sense of self. The presence of larger crowds of people, queues and observations of competitive behaviour, contribute to a shared understanding among participants of sample sales as a chaotic and stressed retail environment. As a result of the overwhelming consumption environment, participants describe feelings of disgust and emotional exhaustion after attending the event, where just an image from an event also could trigger strong active feelings of emotional stress. Reflecting how Carter & Fuller (2015) discuss how shared meanings are created, participants express shared meanings of urgency, impulsivity and experiencing “FOMO” (Fear of missing out) as constructed through the situational cues and the social setting of crowds, time-limited offers and competition and how these in turn influence how participants understand and respond to sample sales.

Building on theoretical findings from Beatson et al., (2020) and Halkier et al., (2011), participants' descriptions are further nuanced by exploring how the material features of sample sales are part of constructing participants' meanings. Where material features such as the larger warehouse settings, lack of changing rooms, limited time to access the clothing and a no returns policy, structure the way participants move through and experience the event. Participants describe

seeing long queues and hoarding behaviour at these events, which are also part of the material and social arrangement of sample sales which structure how people behave within the event. By observing how other attendees act, lead participants to adopt similar behaviours as they take part in queuing, hoarding and impulsive purchasing, thereby reproducing these practices within the sample sale. As a result of this, the meaning of sample sales as chaotic, competitive and unpredictable is both socially and materially reproduced through the design of the consumption space.

The meanings and practices that participants associate with sample sales help illustrate the cultural aspects of the consumer culture surrounding these events, as well how these relate to broader cultural narratives of value and consumption. By organising sample sales, brands create marketplace meanings of supposed scarcity and urgency with a sense of exclusivity, to drive continuous consumption. Building on theoretical discussions of consumer culture from Arnould & Thomson (2005) and Das & Albinsson (2023), participants' meanings and practices within sample sales, illustrate how consumption is also a socially embedded culture, where visibility of larger crowds and queues as well as social media spread, create a sense of demand and desire to come and see what the event is about. This ultimately reinforces a competitive behaviour among attendees and further reinforces the cultural meaning of sample sales as a highly demanded event. Within this framework, the warehouse setting and the temporary nature of these events, adds a layer of excitement and opportunity which depicts a broader cultural aspect surrounding the act of consumption, which further differentiates them from ordinary retail environments. In this context, the meaning of sample sales can be understood as part of a broader consumer culture, where the value of obtaining products under these unique and competitive conditions can be seen as more of an achievement, resulting in further consumption to be perceived as emotionally rewarding.

Previous research from Byon & Strenqvist (2008; 2012), found that the way retailers create conditions of perceived limited availability and scarcity, signals to

consumers to consume rapidly which engages consumers to exhibit “in-store hoarding behaviour”, driven by a fear of missing out the product, resulting in impulsive consumption decisions. This can be further understood in the context of sample sales, where similar conditions of perceived scarcity and urgency to consume, contributed to consumers engaging in comparable hoarding behaviours and impulsive purchasing. Byon & Strenqvist (2008; 2012) also expressed the need for research of consumers emotions post-purchasing, similar to the findings from Hakim & Salman Farid (2025), participants of this study also experience feelings of anxiety and post-purchase regret. However, findings from this study reveal a nuanced layer to previous findings as participants reveal that the social and material arrangements create a sense of high-demand and scarcity, resulting in an unpredictability that many participants find exciting, but lead them to experience negative feelings of disgust and regret when they come home. Findings from this study reveal how consumers' reflections shift and a tension, where behaviour shaped by the situation and arrangements of sample sales, directly conflict with participants values and self-perceptions, hence resulting in these conflicting feelings of disgust and regret.

6.2 How is the meaning of sustainability and consumption constructed within the consumption context of sample sales?

Findings from this study indicate that sustainability is a central but versatile part in how consumers make sense of sample sales. Participants position sample sales within a challenged moral field where environmental implications of the practice are continuously evaluated, questioned and reinterpreted, rather than understood as an inherently sustainable or unsustainable retail environment. Participants express an optimism regarding sustainability aspects of the event by framing it as an opportunity to “save” an item from being thrown out as textile waste and view sample sales as an environmentally responsible way for brands to manage surplus stock and extend the life of the garments instead of discarding them. Through discussion, participants reach a shared understanding that brands need to produce

sample items to prevent producing faulty items that would end up being thrown out as textile waste. Participants also shared the understanding that for the event to be sustainable, only the necessary number of samples needed should be produced and then sold at the event to manage textile waste. The scepticism of sustainability aspects of the event revolved around the large quantities of identical sample items as well as prior collection pieces displayed at the events, which instead lead many participants to a mutual concern of brands overproduction. This was interpreted as unsustainable among participants as it signalled a systematic overproduction rather than management of surplus items, challenging the idea of sample sales as waste-management practice as part of some brands sustainability strategies and broader sustainability profiles.

Discussing the thesis research findings in relation to theoretical discussions from Carter & Fuller (2015), further helps to explain how these moral positions are formed and adjusted through participants' social interpretations. When discussing sustainability in relation to sample sales, participants describe observing many outspoken sustainability-oriented brands organising sample sales. The visibility of these types of brands organising these events contributes to a normalisation and kind of acceptance of these events as an environmentally responsible practice. However, as consumers are situated within the consumption environment and witness the chaotic nature of them and the large quantities of sample items as well as past collection pieces, participants describe a shift in the interpretation of sustainability related to the practice. This leaves the consumers feeling confused and sometimes regretful of their attendance at the event.

Drawing on theoretical discussions from Warde (2005) and Beatson et al., (2020), these findings can be further theorised. The material and social arrangements of the events, with features such as perceived scarcity, time pressure and crowded environments along with stricter return policies and lack of changing rooms, structure how participants act in the moment. Many participants agree that sustainable consumption entails mindful and selective consumption, however, through discussions participants become aware of how many of these material

arrangements also encourage behaviour of impulsive purchasing decisions that some later regret and instead describe clothes that remain hanging in their closets with tags still on until eventually also becoming textile waste. In this sense, prior sustainability associations to the events and participants' own sustainability ideals are challenged as many ideal sustainability behaviour is not reflected in practice as the material and social arrangements change from ordinary retail settings.

Expanding on findings from Arnould & Thompson (2005) research findings from this study demonstrate how sustainability is part of broader cultural narratives of consumption where value, behaviour and ethical considerations are constantly built upon and reinterpreted and challenged by consumers as they adapt to new consumption trends and developments. Participants' discussions reveal that sustainability associations in relation to sample sales are not automatically accepted, but can also be challenged by their material arrangements, further challenged in relation to perceived corporate motives related to generating profit through an apparent systematic overproduction. At the same time, participants also frame the events as environmentally responsible for managing surplus clothing stock and extending product lifecycles as a way to manage textile waste. This illustrates how sustainability meanings can be both culturally flexible but also show how these different meanings can coexist within the same practice.

Previous research within the field of sustainable consumption, reveal that producing larger quantities of clothing as a way to ensure meeting consumer demand can be a strategic choice for brands to ensure not running out of stock, similarly how producing in bulk can also be a cheaper alternative that fewer items (Okafor, 2025; Zhang et al., 2025). These research findings reveal that consumers can understand these practices as unsustainable forms of clothing production and lowers the legitimacy of outspoken sustainability brands as they organise sample sales, showcasing an apparent problematic overproduction and miscalculation of market demand. Bringing consumers to relate brands organising sample sales as contributing to a normalisation of unsustainable production practices.

6.3 As a new component of contemporary consumer culture, what does the social practice of ‘sample sales’ say about the conditions for sustainable consumption?

The thesis findings reveal a tension between sustainability awareness and concerns and continued engagement in attending and consuming at sample sales. Through participants' discussions there are patterns suggesting participants struggle with competing interests and behaviours to motivate further consumption. While they describe sustainable consumption as mindful and selective consumption, they simultaneously describe leaving sample sales with moving boxes full of new clothing items. Much of the clothing ends up not being used and is left hanging in their closets, still with the tags on, resulting in participants feeling guilty and shame over their consumption choices. Throughout their discussions, participants express an awareness and concern regarding the environmental and ethical consequences of overproduction, yet describe how financial constraints and rare affordability for otherwise financially unattainable products suddenly being available for a limited time, became a large motive for continued participation in sample sales. This conflicting behaviour, illustrates an attitude-behaviour gap in sustainable consumption among the study's participants.

Applying both a practical theoretical and symbolic interactionist perspective to these thesis findings, participants' behavioural gap in sustainable consumption can be further explored through the process of responsabilisation. Responsibilisation was discussed in the literature background in relation to the concept of green governmentality (Sonneryd & Ugglå, 2015), examining how environmental responsibility is increasingly transferred onto individual consumers instead of the structural actors, such as the brands or the companies organising the events. Participants describe promotional messages at sample sales, with slogans such as “*Here Today, Gone Tomorrow*” or “*This is your last chance to buy, gone tomorrow*” which contributed to a feeling of urgency while simultaneously

framing consumption as a form of personal responsibility to actively prevent garments from being thrown out. Building on findings from Sonneryd & Ugglå, this process can be understood as a form of responsabilisation, as responsibility for reducing waste is shifted from producers to consumers, positioning individual purchasing decisions as part of a solution to hinder textile waste. Participants also revealed a reflexive awareness of an inconsistency in sustainable consumption in regard to food consumption, as they expressed a willingness to spend more money ensuring the food they purchased was locally sourced and organic, they simultaneously expressed a difficulty applying the same logic to clothing consumption. Also expanding on findings from Wörösch & Köteles (2025), this reveals how understandings of what constitutes responsible and sustainable consumption can fluctuate and be negotiated differently across different fields. The reflexive awareness of this inconsistency also suggests that much of the understanding of sustainability in consumption is guided by situational interpretations. In the context of sample sales, participants describe being surrounded by large crowds, limited access to changing rooms and a no returns policy. Similar to theoretical findings from Sonneryd & Ugglå (2015), these infrastructural and social arrangements can shape a consumption environment based on fast-paced and impulsive decision making. Within this context, consumers' capacity to actively consider sustainability conditions are reduced, as the conditions created by the practice tend to prioritise speed and opportunity. At the same time, through promotional messaging at the event, prompt consumers to make a “responsible” choice and consume items so they don't go to waste, participants could also motivate their actions as sustainable purchasing. From a symbolic interactionist theoretical perspective, this also illustrates how the meaning of what constitutes responsible and sustainable consumption are situationally structured and that these meanings can shift over time. Once participants leave the sample sale environment, the urgency and the moral framing lose their influence as participants reflect back on their purchases and their behaviour within the consumption environment. This, as the thesis findings show, often results in feelings of disgust and guilt as participants' initial framing

of selective and mindful consumption as a justification of sustainable consumption, does not align with their behaviour and actions within the event.

Supporting theoretical discussions from Arnould & Thompson (2005), these findings reflect a broader consumer culture where individuals are expected to regulate their own consumption, despite operating and actively trying to navigate within market environments that encourage further consumption. As a result of this, consumers are positioned in a contradictory role where they expect themselves to manage their sustainably through their consumption practices while simultaneously navigating in an environment that lacks the structural capacity for them to meet these expectations. This results in feelings of post-purchase regret and discomfort, however, as the participants are also students with a stricter budget, they are also guided by the motivation of accessing branded goods at a lower price point, which sample sales in a unique way, present such a possibility. This way, sample sales' strong emphasis on discounted branded goods, for consumers to purchase now or risking they'll become textile waste, reflects a culturally embedded logic of getting a “good deal”, where purchasing at such a reduced price is constructed as both economically rational and symbolically rewarding.

The results from this study provide further nuances to the findings from previous literature discussed in the literature background. As suggested in earlier research from Byon & Sternqvist (2008; 2012) and Hakim & Salman Farid (2025), the consumer culture created by time-limited sales has been found to encourage a sense of urgency to consume and can create a competitiveness among consumers to find the best items before they go out of stock. By viewing results from this study, similar patterns are revealed. Contributing to research from Peleg Mizarchi & Sharon (2025), who found that consuming second hand can reproduce fast fashion behaviour, this study suggests that sample sale consumers may also reproduce similar patterns of consumption through impulsive buying and normalisation of excessive consumption within time-limited retail environments. Illustrating how sample sales are not necessarily practiced as sustainable forms of

shopping, but may instead reinforce existing consumption norms and market logics associated with fast-paced consumer culture. When discussing sample sales, participants describe a consumer culture characterised by urgency and competitiveness, expressed through behaviours such as impulsive consumption and taking part in long queues to enter into the consumption space even though they are unsure of what will be displayed. Similar to findings by Hakim & Salman Farid (2025), consumers describe a feeling of FOMO and explain that the sample sale is an exciting opportunity to find affordable branded items, particularly for students with a limited budget, further illustrating how economic constraints and promotional environments influence consumption practices. The Swedish study by Peterssen & Brink (2022) found that consumers impulse buying are not necessarily influenced by online limited-time promotion, as they believed another discount would occur soon again. While participants in this study, instead suggest that consumer behaviour and willingness to consume further is strongly influenced by limited-time promotion in an in-person retail environment. Through analysing the findings through a process of problematisation, the study also reveals that the framing of promotional messages can have a significant role in shaping how consumers interpret and justify their consumption as environmentally responsible by “saving” an item from being discarded as textile waste.

7. Final conclusions and future research

The research field of environmental communication has previously studied different roles of consumption and its relation to sustainability, this study has delved deeper into how consumers experience and make sense of sample sales as a new feature in consumer culture and how these understandings relate to and are negotiated in relation to sustainability. Through participants' discussions, this study revealed that the retail environments of sample sales are perceived as intense and fast-paced consumption spaces that consumers characterise by urgency, competitiveness and impulsivity, illustrating their difference to ordinary retail environments. Research findings from this study suggest that for participants, sample sales simultaneously represent a rare opportunity and place to purchase otherwise unaffordable items within a limited time frame, which is also part of the allure and excitement of the event, where not attending the event can result in feelings of missing out and exclusion. This study revealed that tensions between sustainability and consumption are reproduced through the interaction between infrastructural conditions and moral expectations. Through queues, time-limitation, spatial arrangements such as limited changing rooms and large crowds and a strict return policy along with promotional framing, the organisation of sample sales creates conditions that prioritise impulsive and rapid consumption that actively limits consumers capacity for reflective decision-making. At the same time, participants of the study explain that within the sample sales consumption environment, the responsibility for acting sustainably is largely placed on the individual consumer, through promotional framing that suggest the item will be discarded if not consumed in the time of the sale, reflecting a broader process of responsabilisation. This leaves the consumers feeling confused as they explain how they don't want the items to be discarded and feel responsible for taking care of the item and “saving” it from ultimately becoming textile waste. This leaves consumers in a contradictory position as they have expectations on themselves to make ethical and sustainable choices, while operating in an consumption environment that structurally discourages sustainable behaviour. By

delving deeper into the exploration of experiences and understandings of sample sales, the study has found that this new feature of consumption culture offers a paradoxical shopping experience, where consumers navigate between expectations and excitement, alongside feelings of confusion and discomfort surrounding impulsive and unreflective consumption. This suggests that sample sales is a place within an evolving consumer culture where sustainability concerns can coincide with consumption practices driven by urgency, time-limitation and sudden affordability. This study shows how sustainability within consumer culture is continuously negotiated and reevaluated as new consumption trends and practices continue to emerge. As a new feature within consumer culture, sample sales as an emerging social practice reveals how consumers' feelings and emotional associations extend beyond the clothing itself and also becomes connected with the social and material environment of the event.

Future research could delve deeper into today's evolving consumer culture by researching other developing retail practices and trends and explore how consumers make sense of and experience these environments. To gain a deeper understanding of sustainable consumption, it would also be valuable for future studies to explore how retailers and fashion companies discuss sustainability concerns in relation to evolving consumption trends and how they position these practices in connection with sustainable and responsible consumption sustainability.

AI Disclosure

In preparation for writing this thesis I read through the ECM AI guideline and have followed it carefully throughout the research process. When writing this thesis I have used AI to help understand some literary material. Prior to using AI for any literature clarification, I had read through all materials and had a basic understanding of what the literature was meaning to say, however, some of the theoretical texts and prior research was at times difficult to understand, such as Arnould & Thompson (2005) and (Zhang et al., 2025) for example. I used ChatGPT and LN Notebook as AI-tools to help clarify some areas in the research that I was uncertain of and needed an alternative explanation for. As I had read all materials beforehand and had developed an initial understanding of the materials, I was able to evaluate whether the AI explanations compared to arguments and context of the literary sources. While I am half Irish and have a good knowledge of the English language, finding relevant synonyms can be both time-consuming and challenging, which is why I have used ChatGPT to find appropriate synonyms. I wrote my own sentence and asked about the specific word I felt should be changed and asked the AI for a list of relevant synonyms that could be used for the word. The AI then provided me with a list of words, which I tested by integrating some of the suggested words to my own written sentence in order to evaluate whether they improved the structure and purpose of the sentence. Some of the AI-suggested synonyms have been included in this thesis, however, I have not included any AI-generated text in this thesis, all final wording remains my own.

References

Creswell, J. (2014). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*. 4th ed. SAGE Publications, Inc.

Acocella, I. (2011). *The focus groups in social research: advantages and disadvantages*. *Quality & Quantity*, 46(4), pp.1125–1136.

<https://link.springer.com/article/10.1007/s11135-011-9600-4>

Alam, M.S., Habib, M.A., Rahman, N., Himel, A.A., Ullah, Y. & Hasan, M.M. (2023). *Micro Seasonal Fashion Impact in RMG Industry of Bangladesh*. *Journal of Textile Science and Technology*.

<https://www.scirp.org/journal/paperinformation?paperid=129042>

Anastas, M. (2011). *Visuals stimulate richer response in focus groups and individual interviews*. *Quirks*. [https://www.quirks.com/articles/visuals-stimulate-](https://www.quirks.com/articles/visuals-stimulate-richer-response-in-focus-groups-and-individual-interviews)

[richer-response-in-focus-groups-and-individual-interviews](https://www.quirks.com/articles/visuals-stimulate-richer-response-in-focus-groups-and-individual-interviews)

Arnould, E.J. & Thompson, C.J. (2005). *Consumer Culture Theory (CCT): Twenty Years of Research*. *Journal of Consumer Research*.

<https://www.jstor.org/stable/10.1086/426626?seq=1>

Arnould, E.J. & Thompson, C.J. (2024). *Consumer Culture*. *Elgar Encyclopedia of Consumer Behavior*.

https://www.researchgate.net/publication/381400361_Consumer_Culture

Beatson, A., Gottlieb, U & Fleming, K. (2020). *Green consumption practices for sustainability: an exploration through social practice theory*. *Journal of Social Marketing*, 10(2), pp.197–213.

<https://www.emerald.com/jsocm/article/10/2/197/246087>

Bhardwaj, V. and Fairhurst, A. (2010). *Fast fashion: response to changes in the fashion industry*. *The International Review of Retail, Distribution and Consumer Research*.

https://www.researchgate.net/publication/232964904_Fast_fashion_Response_to_changes_in_the_fashion_industry

Bonini, S. and Oppenheim, J. (2008). *Cultivating the Green Consumer*. Stanford Social Innovation Review. <https://faanalytics.org/wp-content/uploads/2015/05/Citation831.pdf>

Braun, V. & Clarke, V. (2006). *Using thematic analysis in psychology*. *Qualitative Research in Psychology*. <https://www.tandfonline.com/doi/epdf/10.1191/1478088706qp063oa?needAccess=true>

Byon, S & Sternquist, B. (2008). *The antecedents of in-store hoarding: measurement and application in fast fashion retail environment*. *The International Review of Retail, Distribution and Consumer Research*. <https://www.tandfonline.com/doi/full/10.1080/09593960701868241>

Byon, S & Sternquist, B. (2012). *Here Today, Gone Tomorrow: Consumer Reactions to Perceived Limited Availability*. *Journal of Marketing Theory and Practice*. <https://www.tandfonline.com/doi/abs/10.2753/MTP1069-6679200207>

Carter, M & Fuller, C. (2015). *Symbolic Interactionism*. *Sociopedia.isa*, 1(1), pp.1–17. https://www.researchgate.net/profile/Michael-Carter-10/publication/303056565_Symbolic_Interactionism/links/57364c7e08ae9ace840af382/Symbolic-Interactionism.pdf

Cuong, D.T. (2024). *Examining how factors consumers' buying intention of secondhand clothes via theory of planned behavior and stimulus organism response model*. *Journal of Open Innovation: Technology, Market, and Complexity*. <https://www.sciencedirect.com/science/article/pii/S2199853124001872>

D, Morgan. (2012). *Focus Groups and Social Interaction*. *The SAGE Handbook of Interview Research: The Complexity of the Craft*. https://books.google.se/books?hl=en&lr=&id=_hp1AwAAQBAJ&oi=fnd&pg=P

[A161&dq=symbolic+interactionism+and+focus+groups&ots=tYUhiJHl8i&sig=UyqBoH1B3OpFGfCJJFCXfgZoL2I&redir_esc=y#v=onepage&q&f=false](#)

Das, A & Albinsson, P.A. (2023). *Consumption Culture and Critical Sustainability Discourses: Voices from the Global South*. Sustainability, 15(9), p.7719. <https://www.mdpi.com/2071-1050/15/9/7719>

Dedicated. (2026). *DEDICATED Sample Sale, Upp till 80%*. Facebook Event. <https://www.facebook.com/events/tjurbergsgatan-29-11856-stockholm-sweden/dedicated-sample-sale-upp-till-80/900919242718547/>

Efremov, J., Kertakova, M & Dimitrijeva-Kuzmanovska, V. (2021). *Expression of personality through dressing*. Tekstilna industrija, 69(1), pp.28–35. https://www.researchgate.net/publication/351199955_Expression_of_personality_through_dressing

Enel. (2026). *The 3 pillars of sustainability: environmental, social, and economic*. Enel. <https://www.enel.com/learning-hub/sustainable-development/three-pillars-sustainability>

Filippa K. (2024). *FILIPPA K SAMPLE SALE*. Facebook Event. <https://www.facebook.com/events/s%C3%B6der-m%C3%A4larstrand-77-118-25-stockholm/filippa-k-sample-sale/726083626290835/>

Freeney, T. (2024). *Dimensions of Perceptions A Case Study of How Academic Orientations Influence Students' Perceptions of Sustainable Development*. Epsilon SLU. <https://stud.epsilon.slu.se/20304/>

Gibbs, A. (1997). *Focus Groups*. University of Surrey. https://openlab.citytech.cuny.edu/her-macdonaldsbs2000fall2015b/files/2011/06/Focus-Groups_Anita-Gibbs.pdf

Giesler, M. and Veresiu, E. (2014). *Creating the Responsible Consumer: Moralistic Governance Regimes and Consumer Subjectivity*. Journal of Consumer

Research, 41(3), pp.840–857. <https://academic.oup.com/jcr/article-abstract/41/3/840/2907543>

Gordillo-Rodriguez, M, Pineda, A. and David, J. (2023). *Brand Community and Symbolic Interactionism: A Literature Review*. Review of Communication Research, 11, pp.01-32. <https://rcommunicationr.org/index.php/rcr/article/view/1>

Hakim, A & Salman Farid, A. (2025). *The Effects of 'Fear of Missing Out ' (FOMO) in Flash Sale Business Models: Strategy or Manipulation?*. Jurnal Perspektif. <https://discovery.researcher.life/article/the-effects-of-fear-of-missing-out-fomo-in-flash-sale-business-models-strategy-or-manipulation/56997fa47b963c459eb723819d9a6789>

Halkier, B., Katz-Gerro, T & Martens, L. (2011). *Applying practice theory to the study of consumption: Theoretical and methodological considerations*. Journal of Consumer Culture, 11(1), pp.3–13. <https://journals.sagepub.com/doi/epdf/10.1177/1469540510391765>

Hanss, D & Böhm, G. (2011). *Sustainability seen from the perspective of consumers*. International Journal of Consumer Studies, 36(6), pp.678–687. <https://onlinelibrary.wiley.com/doi/abs/10.1111/j.1470-6431.2011.01045.x>

Heidenstrøm, N. (2024). *Green Marketing in the fashion industry: a critical analysis of sustainability narratives*. Consumption Markets & Culture. <https://www.tandfonline.com/doi/full/10.1080/10253866.2024.2440557>

Herman, N & Reynolds, L. (1994). *Symbolic Interaction: an introduction to social psychology*. General Hall In. <https://archive.org/details/symbolicinteract0000herm/page/n9/mode/1up>

Houdini. (2025). *Houdini Sample Sale Stockholm*. Facebook Event. <https://www.facebook.com/events/finnboda-varvsv%C3%A4g-19b-se-131-72-nacka-sverige/houdini-sample-sale-stockholm/2677450235786395/>

Johnson, S. (2024). *Castoffs to catwalk: fashion show shines light on vast Chile clothes dump visible from space*. The Guardian.

<https://www.theguardian.com/global-development/article/2024/may/08/castoffs-to-catwalk-fashion-show-shines-light-on-vast-chile-clothes-dump-visible-from-space>

Kim, H.-S & Damhorst, M.L. (1998). *Environmental Concern and Apparel Consumption*. Clothing and Textiles Research Journal.

<https://journals.sagepub.com/doi/abs/10.1177/0887302x9801600303>

Kitzinger, J. (1995). *Qualitative Research: Introducing focus groups*. BMJ, 311(7000), pp.299–302. <https://www.bmj.com/content/311/7000/299>

Klofstad, C.A. (2005). *Interviews*. Encyclopedia of Social Measurement, pp.359–363. <https://www.sciencedirect.com/science/chapter/referencework/pii/B0123693985000335>

Köteles, A., Wörösch, H & Fuentes, C. (2025). *Exploring Identity-Making and Social Positioning in Second-hand Clothing Consumption among Young Adults - A Comparative Study Between Germany and Hungary*. Lunds Universitet.

<https://lup.lub.lu.se/luur/download?func=downloadFile&recordId=9208769&fileId=9208770>

Kuhlman, T & Farrington, J. (2010). *What is Sustainability?* Sustainability.

<https://www.mdpi.com/2071-1050/2/11/3436>

Lim, W.M. (2024). *What Is Qualitative Research? An Overview and Guidelines*. Australasian Marketing Journal. 33(2), pp.199–229.

<https://journals.sagepub.com/doi/10.1177/14413582241264619>

Liu, Y., Qu, Y., Lei, Z. and Jia, H. (2017). *Understanding the Evolution of Sustainable Consumption Research*. Sustainable Development. Wiley Online Library.

<https://onlinelibrary.wiley.com/doi/abs/10.1002/sd.1671>

Maduku, D.K. (2024). *How environmental concerns influence consumers' anticipated emotions towards sustainable consumption: The moderating role of regulatory focus*. *Journal of Retailing and Consumer Services*, 76, p.103593.

<https://www.sciencedirect.com/science/article/pii/S0969698923003442>

Malmström, B. (2022). *Snabbmode har en enorm påverkan på vår miljö*. Lunds Universitet. <https://www.lu.se/artikel/snabbmode-har-enorm-paverkan-pa-var-miljo>

Miles, S. (1998). *Consumerism: As a Way of Life*. SAGE Publications Inc.

<https://sk.sagepub.com/book/mono/consumerism/toc#>

Mizrachi, P & Sharon, O. (2025). *Secondhand fashion consumers exhibit fast fashion behaviors despite sustainability narratives*. *Scientific Reports*.

https://www.researchgate.net/publication/396286061_Secondhand_fashion_consumers_exhibit_fast_fashion_behaviors_despite_sustainability_narratives

Mummery, M. (2023). *Top 7 reasons samples sales are sustainable!*

OhSevenDays. [https://ohsevendays.com/blogs/news/top-7-reasons-samples-sales-are-](https://ohsevendays.com/blogs/news/top-7-reasons-samples-sales-are-sustainable?srsId=AfmBOooqacqwPiPrMCuHei3tQ0iT7PdJ_Ou5jyeoKXTxIvER9VIUw2QS)

[sustainable?srsId=AfmBOooqacqwPiPrMCuHei3tQ0iT7PdJ_Ou5jyeoKXTxIvER9VIUw2QS](https://ohsevendays.com/blogs/news/top-7-reasons-samples-sales-are-sustainable?srsId=AfmBOooqacqwPiPrMCuHei3tQ0iT7PdJ_Ou5jyeoKXTxIvER9VIUw2QS)

Myrorna. (2024). *Second hand-rapporten 2024*. Myrorna.

<https://www.myrorna.se/app/uploads/second-hand-rapporten-2024-1.pdf>

Mzizi, Y. (2024). *How Brands Make the Most of Sample Sales*. *The Business of Fashion*. <https://www.businessoffashion.com/articles/retail/how-sample-sales-became-the-hottest-off-price-channel/>

Obilor, E. (2025). *Convenience and Purposive Sampling Techniques: Are they the Same?*

ResearchGate. https://www.researchgate.net/publication/398681103_Convenience_and_Purposive_Sampling_Techniques_Are_they_the_Same

Petersson, V. and Brink, F. (2022). *Tick tock, tick tock : A qualitative study of how millennials impulse buying behavior is influenced by limited-time promotion in Sweden*. Linnaeus University. <https://www.diva-portal.org/smash/record.jsf?pid=diva2%3A1667134&dswid=5604>

Purvis, B, Mao, Y & Robinson, D. (2018). *Three pillars of sustainability: in search for conceptual origins*. Sustainable Science. <https://link.springer.com/article/10.1007/s11625-018-0627-5>

Radev, R. (2023). *Advantages and Disadvantages of Fast Fashion and Slow Fashion*. Izvestia Journal of the Union of Scientists - Varna. Economic Sciences Series. 12(2). pp.155-163. <://www.su-varna.org/journal/IJUSV-ESS/2023.12.2/?article=155-163.pdf.html>

Ramzi, L. (2024). *Vogue Etiquette: Jenna Lyons and Alex Consani on Sample Sales and Decorum Among the Discounts*. Vouge. <https://www.vogue.com/article/oh-behave-jenna-lyons-alex-consani-sample-sale-etiquette#:~:text=For%20a%20certain%20type%20of,beautifully%20behaved%20shoppers%20get%20ugly>

Rastogi, T., Agarwal, B. and Gopal, G. (2024). *Exploring the Nexus between Sustainable Marketing and Customer Loyalty with the Mediating Role of Brand Image*. Journal of Cleaner Production. <https://www.sciencedirect.com/science/article/pii/S0959652624002555>

Residus. (2026). *RESIDUS SAMPLE SALE*. Facebook Event. https://www.facebook.com/events/768228616082822/?active_tab=discussion

Rice, K. (2024). *3D Samples Could Be the Answer to Fashions Waste Problem*. RESET Digital for Good. <https://en.reset.org/3d-samples-could-be-the-answer-to-fashions-waste-problem/>

Røpke, I. (2009). *Theories of practice — New inspiration for ecological economic studies on consumption*. Ecological Economics, 68(10), pp.2490–2497. <https://www.sciencedirect.com/science/article/abs/pii/S0921800909002249>

- Savilia, K. (2024). *The Importance Of Sustainability In Fashion*. Forbes.
<https://www.forbes.com/councils/forbestechcouncil/2024/04/26/the-importance-of-sustainability-in-fashion/>
- Smith, S. (2023). *Cult Mia tackles waste with new 'Sustainable Black Friday' sample sale - TheIndustry.fashion*. TheIndustry.fashion.
<https://www.theindustry.fashion/cult-mia-tackles-waste-with-new-sustainable-black-friday-sample-sale/>
- Sonneryd, S & Ugglå, Y. (2015) *Green governmentality and responsabilization: new forms of governance and responses to 'consumer responsibility'*.
 Environmental Politics: Vol 24, No
 6. https://www.tandfonline.com/doi/epdf/10.1080/09644016.2015.1055885?needAccess=true&_cf_chl_tk=FyXL6HDxkbXYjIldfoGUScGSH73mRkI77TtUDi7.QRg-1777198703-1.0.1.1-Zy7T8GklX0UYFdmzt621idLL7f.dOavV.ZX0rvYkHh0
- Statista. (2023). *Sweden: online vs. offline shopping destinations 2023* Statista.
https://www.statista.com/statistics/1471801/sweden-shopping-destinations/?srsltid=AfmBOoqteBLsFwD_IdAKnwh-91X4EfNb6yXtASCTH01RmIWCmg-17btW
- Studio Anneloes. (2023). *Studio Anneloes, Sustainability Report 2023*. Studio Anneloes.
<https://www.studioanneloes.nl/content/files/DigitalSustainabilityReport2023-StudioAnneloes.pdf>
- Teerakapibal, S & Schlegelmilch, B.B. (2025). *Social Norms and Sustainable Behavior: A Conceptual Model Integrating Culture, Self-Construal, and Awareness*. Sustainability. <https://www.mdpi.com/2071-1050/17/22/10239>
- Terlau, W. and Hirsch, D. (2015). *Sustainable Consumption and the Attitude-Behaviour-Gap Phenomenon - Causes and Measurements towards a Sustainable Development*. International Journal on Food System Dynamics.
https://brill.com/view/journals/fsd/6/3/article-p159_4.xml

- Tonti, L. (2024). *'It's the industry's dirty secret': why fashion's oversupply problem is an environmental disaster*. the Guardian.
<https://www.theguardian.com/fashion/2024/jan/18/its-the-industrys-dirty-secret-why-fashions-oversupply-problem-is-an-environmental-disaster#:~:text=But%20excess%20stock%20is%20not,more%20than%20'overproduction'%2C%20because%20we're>
- Untarini, N. (2020). *Studying the Attitudes-Behavior Gap in Ethical Consumerism: A review of Research*. Jurnal Administrasi Bisnis, 9(2), pp.112–128.
https://www.researchgate.net/publication/345966718_Studying_the_Attitudes-Behavior_Gap_in_Ethical_Consumerism_A_review_of_Research
- Uppsala universitet. (2025). *Student Nations*.
<https://www.uu.se/en/students/student-life/student-nations>
- Warde, A. (2005). *Consumption and Theories of Practice*. Journal of Consumer Culture, 5(2), pp.131–153.
<https://journals.sagepub.com/doi/epdf/10.1177/1469540505053090>
- Wiese, A., Zielke, S & Toporowski, W. (2015). *Sustainability in retailing – research streams and emerging trends*. International Journal of Retail & Distribution Management.
<https://www.emerald.com/ijrdm/article/doi/10.1108/IJRDM-02-2015-0024/240941/Sustainability-in-retailing-research-streams-and>
- Wolfendale, J & Kennett, J. (2011). *Fashion - Philosophy for Everyone: Thinking with Style*. Blackwell Publishing Ltd.
<https://onlinelibrary.wiley.com/doi/book/10.1002/9781444345568>
- World Commission on Environment and Development (1987). *Report of the world commission on environment and development: Our common future*. United Nations.
<https://sustainabledevelopment.un.org/content/documents/5987our-common-future.pdf>

Zhang, Y., Wang, J., Lin, C & Hult, G. (2025). *Assessing fast fashion overstock through time-to-peak-sales*. Journal of Retailing.

<https://www.sciencedirect.com/science/article/pii/S0022435925000351>

Popular science summary



Here Today, Gone Tomorrow

Sustainability, responsibility and consumption meanings in Sample Sales.

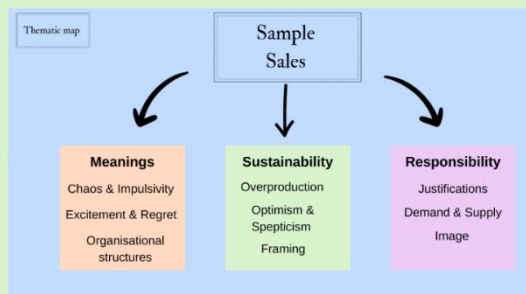
Conclusion

As an emerging retail practice within contemporary consumer culture, this study explores how consumers make sense of sample sales and negotiate sustainability in relation to this consumption context. Through qualitative focus group discussions and the application of a cultural and social constructionist theoretical approach, findings suggest that sample sales are a paradoxical shopping experience characterised by both excitement, discomfort and sustainability tensions.



Results

Findings from this study reveal that consumers understand sample sales as paradoxical consumption environments, where excitement, sudden affordability and competition coexist with stress, disgust and concerns regarding unsustainable consumption. Sustainability is continuously negotiated by consumers through situational and emotional consumption experiences, instead of fixed sustainability principals.



This thesis contributes to a deeper understanding of:

- How sustainability is negotiated in contemporary consumer culture
- How emerging retail formats and promotional advertisements affects consumers shopping practices.



Tess Freeney
Msc student in Environmental Communication & Management
tess.freeney@gmail.com
070 3282018

SCIENCE AND EDUCATION
FOR SUSTAINABLE LIFE

Publishing and archiving

Approved students' theses at SLU can be published online. As a student you own the copyright to your work and in such cases, you need to approve the publication. In connection with your approval of publication, SLU will process your personal data (name) to make the work searchable on the internet. You can revoke your consent at any time by contacting the library.

Even if you choose not to publish the work or if you revoke your approval, the thesis will be archived digitally according to archive legislation.

You will find links to SLU's publication agreement and SLU's processing of personal data and your rights on this page:

- <https://libanswers.slu.se/en/faq/228318>

YES, I, Teresia Freeney, have read and agree to the agreement for publication and the personal data processing that takes place in connection with this