

THESIS

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The Management Strategies of Clothing Brand Through ‘Green Brand’ Concepts

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STUDENT DECLARATION

Signed below, Palita Phaimany student of the Szent István Campus of the Hungarian University of Agriculture and Life Science, at the BSc Course of Business and administration and Managementnddeclare that the present Thesis is my own work and I have used the cited and quoted literature in accordance with the relevant legal and ethical rules. I understand that the one-page-summary of my thesis will be uploaded on the website of the Campus/Institute/Course and my Thesis will be available at the Host Department/Institute and in the repository of the University in accordance with the relevant legal and ethical rules. Confidential data are presented in the thesis: yes no*

Date: 2023.11.03.



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SUPERVISOR'S DECLARATION

As primary supervisor of the author of this thesis, I hereby declare that review of the thesis was done thoroughly; student was informed and guided on the method of citing literature sources in the dissertation, attention was drawn on the importance of using literature data in accordance with the relevant legal and ethical rules.

Confidential data are presented in the thesis: yes no *

Approval of thesis for oral defense on Final Examination: approved not approved *

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ABSTRACT OF THESIS

Thesis title : The Management Strategies of Clothing Brand Through ‘Green Brand’

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This thesis explores the critical intersection of clothing brand under the concept of Green Brand, addressing the urgent need for environmentally and socially responsible practices within the clothing industry. The escalating environmental degradation and ethical concerns associated with conventional fashion production have necessitated a paradigm shift towards sustainability. This study investigates various facets of sustainable clothing, including materials, manufacturing processes, consumer behavior, and supply chain management.

Drawing on a multidisciplinary approach, this research examines the life cycle of clothing items, from raw material extraction to end-of-life disposal. It investigates the impact of sustainable materials, such as organic cotton and recycled fibers, on reducing the ecological footprint of clothing production. Additionally, it delves into innovative manufacturing techniques, such as 3D printing and circular fashion systems, as viable alternatives to traditional methods.

The thesis also analyzes consumer perceptions and behaviors regarding sustainable clothing, shedding light on the motivations and barriers to adopting eco-friendly fashion choices. It explores the role of marketing and communication strategies in promoting sustainable fashion to a broader audience.

Furthermore, the study evaluates the importance of a transparent and responsible supply chain in achieving sustainability goals, considering factors like fair labor practices, ethical sourcing, and waste reduction. It investigates successful case studies and best practices from leading sustainable fashion brands.

In conclusion, this thesis puts forth an all-encompassing strategy designed to revolutionize the sustainable clothing industry. This strategy spans material selection, innovative production techniques, active consumer participation, and streamlined supply chain management. It fervently champions a holistic perspective on fashion sustainability, underscoring the critical imperative of fostering collaboration among all stakeholders to reshape the industry into a paragon of ethics and ecological responsibility, thereby leaving an indelible mark on the world.

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CHAPTER I Introduction

This chapter first addresses the background of this thesis and explain the phenomenon under study.

1.1 Background and Motive

These day sustainability or sustainable has become a significant and most concerned in several industries particularly in the clothing brand with the high competition through the Green Brand concept , therefore Eco friendly sustainable products are utilise fewer resources are not harmful the environment meanwhile to avoid produce waste can be only the basis of sustainable growth . Although it is become more and more important for customer to consider environmental and social factors prior to making decisions, Environmentally friendly product design is still very rare and many products lack of sustainable alternatives , However there are many of clothing brand start to generate goods through the green concept with the vision of environmental friendly. According to the Roundup.org (2023), most consumers are behaving more sustainably since 2021 the number of sustainable behavior has increasing slowly but surely. In addition more than 70% of consumer willing to pay more in order to receive the product that produced Eco friendly , by the rise of eco friendly consumer people have become more sensitive to the environmental impact of their purchase decision including the companies are consider this as one of the crucial issue.

In the case of Patagonia one of the most popular clothing brand under the sustainable concept with over 80% of the products are produced from recycle material, Patagonia has been announced as a B crop company since 2011and recently they set their goal to be 100% polyester by 2025.Furthermore , The North Face also being one of the common brand worldwide in wide range of products with sustainable material and its has set the target to reduce greenhouse gas emission generate from their own operation and supply chain.

As it has been mentioned that both companies are produce the through Eco-friendly concept and gaining the attention of the consumer by being social responsible with the similar product line therefore both of the firms are significant to be a case study and research area to complete the thesis.

1.2 Problem statement and Research question

Major international clothing brand such as The north face and Patagonia have been recognized for their dedication to environment sustainability. Both firm have taken important step toward implementing environmentally friendly follows and encouraging reasonable usage to fulfil their goal for their green brand however the companies still face operation that need to be addressed to achieve their green brand objectives.

To identify and address the sustainability challenges faced by Patagonia and The north face in their aims of becoming environmental friendly and sustainable brands. The companies have to concern in these area supply chain sustainability , product life cycle, consumer engagement , innovation and research , transparency and communication. Therefore in order to maintain their reputation as the green brand leaders all of those keys areas above are crucial for the brand.

By addressing these challenges, both companies can not only enhance their own sustainability but also inspire and influence the broader fashion industry to adopt more environmentally responsible practices, ultimately contributing to a more sustainable and eco-friendly future.

Research question

In the line with the research purpose from the text above , this thesis addresses this research question :

- How is the rise of consumer in sustainable product ?
- What is the strategy of produce the clothes under the green concept?
- The comparison between the 2 sustainable brand.

CHAPTER II TECHNICAL LITERATURE REVIEW

This chapter is meant for introducing the reader to the relevant academic literature related to this research project. The key literature is reviewed and critically analyse to provide key

concepts, terminologies, and gaps related to the research question. Topics like sustainability in fashion and strategy of eco-friendly brand.

2.1 Definition of sustainable clothing brand

Since 2019 the fashion industry has growing in significant number in percentage and improved its social and environmental performance in the past year however compare to the previous year its was slower, Despite this progress, the fashion industry remains far from sustainable. Furthermore, the data show that fashion corporations are not implementing long-term solutions quickly enough to offset the negative environmental and social implications of the rapidly expanding fashion sector (Lehmann, 2019). Hence In term of sustainable fashion emphasizes to use material which is natural , organic or distributed and use in the environmental friendly way in order to avoid being harmful. The sustainable fashion has growth in this past 3 years since the impact of the virus covid 19 large amount of people are being more concerned about the environment and global warming through the research (Deb, sustainable fashion, 2022) The result was attest that more than 30% of customer are willing to pay for the expensive clothing which is sustainably produce and Eco-friendly line product.

In addition customers are extremely active to seek for the best of quality and harmless environment product therefore this could be one of the most challenging project for those firms to meet the consumer satisfaction as well as the revenue of the company, To be able to do this, professionals looking to enter this field must update their understanding of fashion sustainability. This can assist them in guiding brands through this huge transformation in their business operations.

The sustainable clothing brand is the brand that set the sustainability as their priority to produce every single product and strive to provide less impact on the environment as much as possible.

Here is the addition information about the definition:

There are 3 main key aspect of frame work within one organization which is crucial in process of producing the sustainable product.

- Environmental Responsibility :

The ethical and moral commitment that individuals, communities, and organizations have to maintain and preserve the natural environment for present and future generations is referred to as environmental responsibility. It comprises a variety of actions and behaviours aimed at reducing negative environmental consequences and increasing sustainability. Concerns about climate change, habitat loss, pollution, resource depletion, and the overall well-being of the earth are frequently motivators for environmental responsibility.

- Transparency:

Transparency is the most important issue and key element of sustainability , further than that the brand which is truly sustainable are always open about their supply chain , source of the material and production process . the company enable consumers to follow the path of their apparel from raw material to completely product , therefore this part could help the image of the brand with the customer's trust and certify that the brand truly produce the product under the Eco-Friendly concept.

- Reduce Waste:

The fashion industry is well-known for producing a large quantity of trash and contributing to a variety of environmental and ethical challenges. Since the generation quickly generate new trend in everyday life people are strive their best to follow the trend and in this point the fast fashion provide the impact on the environment by leaving the waste which is promotes rapid garment turnover leads to an increase in discarded products and a throwaway fashion culture. As well as To accommodate unpredictable demand, many fashion firms overproduce clothing, resulting in surplus inventory. When unsold objects cannot be sold or repurposed, they are frequently burnt or disposed of in landfills.

2.1.2 The importance of clothing

Clothing is one of the most important thing in life which everyone need to rely on it whether the weather is changing cold or warm during summer, winter time people can not avoid to wear properly according to this its reveal that clothing is being one of the most essential in everyday life . Therefore this statement should be mention in this paper to provide wide range information about clothing brand and how people are decide to choose the brand.

Clothing became very visible to demonstrated the appearance include the social stage and in terms of dressing up also have an action to the mood in daily life which also need to be link with the situation , in addition it was found that for women personal appearance also related to social acceptance especially theseday people tend to follow the fast fashion in this reason it is appropriate to say that clothing is also one matter consideration of daily life.

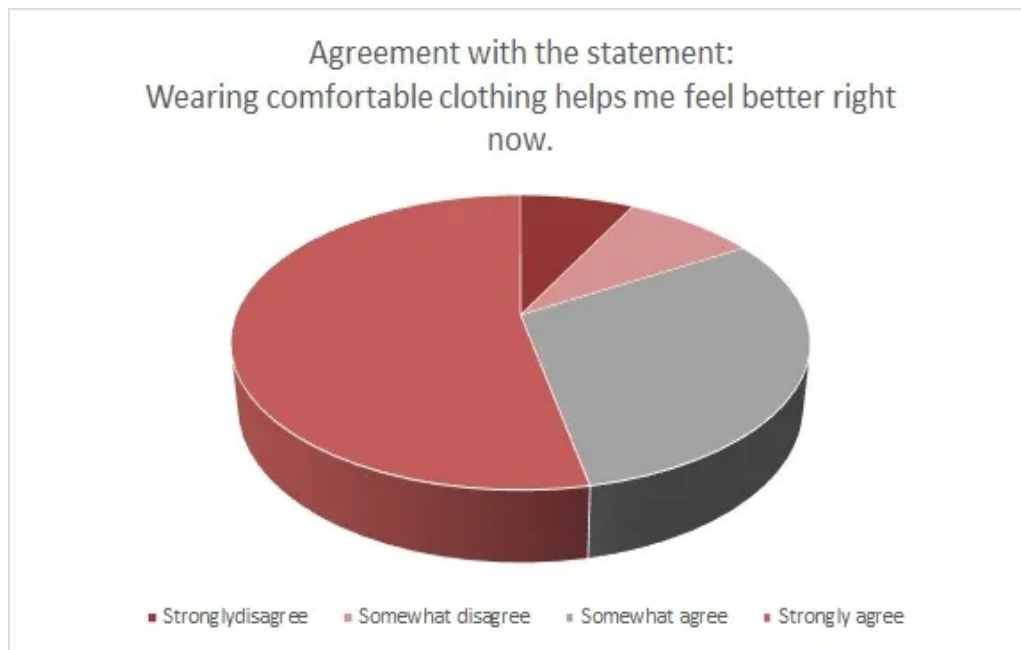


Table 1 Comfortable clothing is better (salfino, 2021)

To put it more simply Fashion is sometimes regarded as a frivolous pastime, while it can be highly essential. How we dressed influences how we feel about ourselves as well as how others determine us. It may also be utilized to express our personal tastes, interests, and personalities. the new generation has the opinion which is complicated and there are group of people prefer to endure the level of comfy to complete their desire fashion style , therefore the chart below was illustrate that how people opinion and decision whether fashion or comfy first.

In the same way in term of daily use consumers choose comfort over the fashion , comfort fashion begin trendy after all people struggle with the disease which spread over around the world therefore this consequences the employees have to work from home and only do the face time for the meeting since then dress up nice is not necessary anymore , further than that the virus was rapidly spread more than 2 years which influence to change people lifestyle and habits and surely people get used to simple and comfy stay at home to work by this reason most of consumers among the fashion industry prefer to choose the comfortable clothes rather than the nice one with a good style or attractive.

2.1.3 The Comparison Between The Sustainable Brand and Normal Brand :

In the clothing brand sector, a comparison between sustainable products and standard items reveals significant disparities in terms of environmental and social implications, materials utilized, production techniques, and customer expectations. The following are the significant distinctions:

- **Environmental Impact:**

Sustainable Product:

Sustainable clothing companies target reducing their environmental impact. They frequently utilize environmentally friendly fabrics like as organic cotton, Tencel, or recycled fibres, which use less natural resources (water, land, and energy) and have lower chemical inputs. Sustainable brands also use environmentally friendly production procedures, like as dyeing methods that limit water use and pollution.

Normal Product:

Traditional garment companies may place cost-effectiveness and profit margins ahead of environmental considerations. They mainly utilize traditional cotton, which requires a lot of water and pesticides. Furthermore, their production methods may include more resource-intensive procedures and higher greenhouse gas emissions.

- **Social Responsibility:**

Sustainable Product:

Decent labour methods and ethical sourcing are frequently emphasized by sustainable clothing businesses. They may collaborate with accredited fair trade groups to guarantee that employees are paid fairly and have safe working conditions. They may also fund community development initiatives.

Normal Product:

Conventional clothing companies may not emphasize ethical labour regulations as strictly, raising worries about low salaries, bad working conditions, and, in some circumstances, labour exploitation.

Sustainable Product:

Most of all Green brand are strives to produce their product last long in order to follow the concept of reduce waste and to gaining people attraction by promote the last long use period with sustainable and recycle material however its helps to reduce the number of replacement product in the upcoming day as well as the philosophy of “Buy less Buyetter”.

Normal Product :

From theseday fashion trend its can be seen that people are mostly follow the fast fashion trend therefore a large amount of brand will prioritize to minimize the prices and earn more profit over the quality of product will not be last long since

Price comparison:

According to a study by Netherlands consulting firm Kearny, it was mentioned that the sustainable product are highly expensive than the conventional product roundly 75-85 percent if

compare in the market price therefore it significant to provide detail and reason to clarify. For all that the price is depend on wide range of product and type of specific brand and quality , Sustainable goods may be slightly more expensive in certain factors, while they may be quite a bit more costly in others.

For instance sustainable clothing such as organic fabric or premium cotton , sustainably sourced wooden furniture can be significantly more expensive than their non-sustainable counterparts. Surely it will cost more than the common conventional product however when its come to be the household cleaning essential the price not different from the normal cleaning brand in the market.

Green products tend to be more expensive than conventional products

Price markups for sustainable products

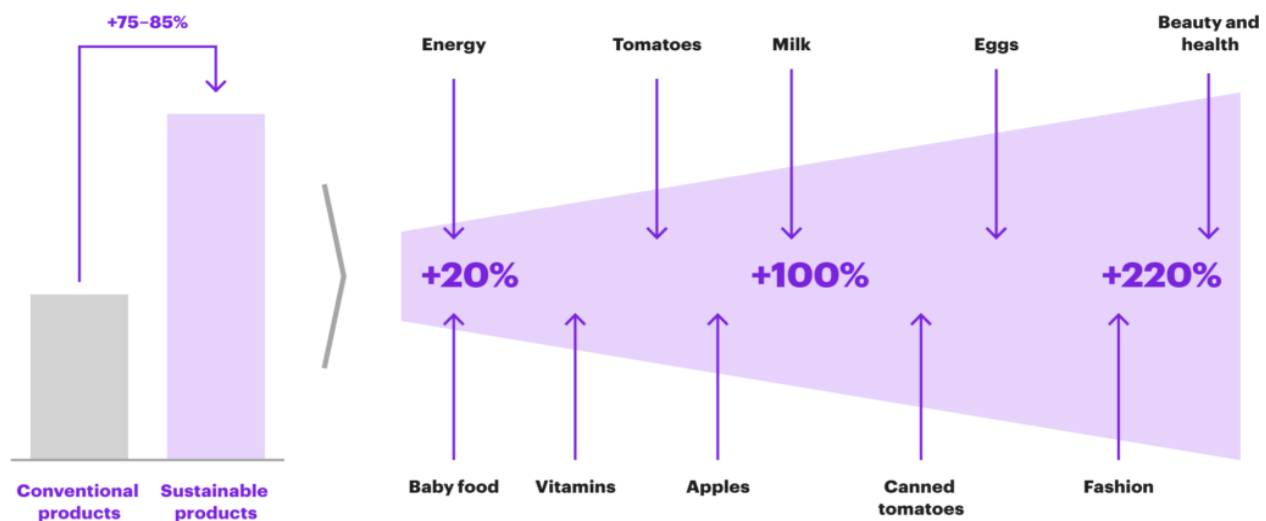


Table 2 Green Product trend to be more expensive

As it illustrate in the chart beauty ,health and fashion is significantly higher than the others factors therefore the cheapest one is the baby food and energy which has increasing only 20 percent mark up price if compare to the regular one in the market , Meanwhile the food that people consume everyday such as milk , egg, apples under the green product are typically cost more.

In the view of the fact of the high price with several reason why is cost more:

- **Demand:**

Since the number of demanding in this industry is can be seen that is extremely less than the common goods therefore the price of goods remain high , from the research by the leading consultancy firm in UK named (deloitte) has mentioned that Approximately 52% of consumers have refrained from adopting a more sustainable lifestyle, citing the prohibitive cost of eco-friendly alternatives as the primary deterrent. A slightly greater percentage of individuals express their readiness to transition to environmentally conscious products if these options were rendered more economically accessible.

However the ethical fashion Sustainable fashion is the technique used by businesses to manufacture garments that not only decrease environmental effect but also consider the people who work to make the items. Simply described, it is ethically produced and environmentally sustainable clothing. From 2020 to 2027, the worldwide sustainable fashion market is predicted to rise at a CAGR of 13.7%.

- **Raw material :**

As it was usual conventional products most of the firm are seeking the best to reduce the price and this is the reason that the company often use the cheap and readily available Unsustainable goods tend to be produced with materials that have been obtained ethically, are ecologically friendly, and have been certified to fulfill particular sustainability requirements. These materials are frequently sourced from sustainable sources that have been cultivated, farmed, or mined in a way that minimizes environmental effect while also supporting local people.

Since all the material for sustainable product are rare to find and those reason above convinced the firms who produce this kind of goods trend to made it reasonable price and good for them therefore Manufacturers can drastically increase the cost of environmentally friendly items. Organic cotton, for example, is generally more expensive to cultivate and harvest than conventional cotton, which is frequently grown using synthetic fertilizers and pesticides. Similarly, sustainably obtained wood, such as FSC-certified lumber, is frequently more expensive than conventionally produced wood due to the extra processes necessary to verify that it is collected in a sustainable and responsible manner. Furthermore, sustainable raw resources may need more

complex processing and manufacturing procedures in order to produce a final product. Recycled plastic, for example, may need additional sorting and processing before it can be utilized to build a product, which might raise the overall cost of the product.

Furthermore, many sustainable expands decide to do business locally, including production and raw material procurement. This creates new problems; a research by the MDPI Special Issue demonstrates why it is not always feasible to bring business back home. As a result, costs rise in certain industries because raw materials are required that are not accessible locally, while costs rise in others because replicating manufacturing facilities that were previously outsourced would be prohibitively expensive.

According to studies, farmers earn an average price per pound of \$0.69-\$1.40 USD per pound for upland organic cotton, compared to an average of 86.4 US cents for conventional cotton (statista, 2017).

- **Manufacturing Cost :**

In case of sustainable clothing the way to produce the product require its specific method and process which is more complicated and cost expensive than the usual brand , Moreover, sustainable manufacturing processes frequently necessitate investments in new technology, equipment, and infrastructure, all of which can contribute to increased production costs. It is crucial to note, however, that these additional expenditures are frequently required to ensure that the product is created in a sustainable and ecologically beneficial manner. Companies may decrease their environmental effect and establish a more sustainable supply chain by investing in sustainable manufacturing techniques, eventually benefiting both the customer and the world.

On the other hand in term of the fiber and textile The Organic Trade Association's (OTA), American Organic Standards for Fiber Processing (Coody, 2003), and the Global Organic Textile Standard (GOTS) all include fiber processing standards that ban the use of hazardous chemicals. Each stage of production necessitates the use of energy and, in many cases, water to apply treatments, which necessitates the use of even more energy to dry the product after treatment. Finally, the working environment at each stage might offer health and safety issues owing to harmful chemical exposure as well as air and noise pollution. Eco-friendly clothing manufacture conserves resources and energy by use nontoxic cleansers and treatments. Water is utilized at

various phases of fabric production to clean and apply dyes and finishes, resulting in significant volumes of troublesome effluent.

- **Certification :**

When it comes to purchasing the sustainable product is require the confirmation within the organization and third party that able to verify the image of its product environmental and social performance in addition to obtain the certificate to the product the company will receive tons of benefits from it , gain more trust crate credibility with customer improve customer loyalty including the employees satisfaction and the most important is its product reputation. However in order to acquire the certificate is require the testing adulting and also the documentation for instance if the certain company would sell the goods which needed the certificate surely the firm have to pay some amount of money to inspect the product regularly or lab testing and all those the certification expense therefore this will be include to the price of the final price product.

In terms of the certificate there are plenty of certify organization which differ in category however the most popular and know world wide is GOTS which stand for Global Organization Textiles Standard. GOTS is the world's premier textile process standard for organic fibres, certifying that the supply chain satisfies the requirements for the coveted "Made With Organic" label. This certification, which has a precise set of environmental and ethical standards, acknowledges companies who are committed to procuring organic products. GOTS-certified textiles are created with at least 70% organic natural fibres and any chemical input (such as dyes) is tested for toxicity and biodegradability. Social requirements must also be satisfied by adhering to the International Labour Organization's labour standards. Therefore in order to have the GOTS certificate the product must meet the following criteria:

- clothing at least 70% or more made from organically framed fibers .
- For the safety of both consumer health and the environment, only low-impact chemicals are approved.
- Water and energy consumption plans and processes have been reached by manufacturers.
- The International Labour Organization's core safety rules and values protect the rights of garment manufacturing employees. (cassandra, 2021).

Further than that there is one organization which is well known in these days it called Certified B corporations. These certifications assess a company's whole social and environmental performance. This encompasses everything from materials to the supply chain and how employees are treated. The non-profit B Lab bestows its seal of approval after considering a company's attitude to people, goods, and profit. Businesses that are B Corp Certified are required to follow stringent social and environmental requirements, with an emphasis on openness and responsibility. The goal of this accreditation is to create a brand as a force for good and as leaders in the greater global movement for better practices. These businesses strike a balance between profit and meaning.

B Corp brands provide an easy method to determine if a company prioritizes the environment and people before profit, allowing you to purchase with confidence and support a company that corresponds with your personal principles. B Corp is a third-party certification for firms that fulfill specific ethical and sustainable requirements, such as the highest standards of verifiable social and environmental performance, public openness, and legal responsibility to balance profit and purpose.

B Lab, a non-profit organization dedicated to seeing business utilized for environmental and social benefit, administers Corp Certification. Since its inception in 2006, B Lab has grown to include over 4,000 B Corps in 70 countries and 150 sectors. To get B Corp accreditation, a firm must complete the B Impact Assessment, which is a questionnaire that investigates every element of how their business functions. They are given a score out of 200 after completing the evaluation. A firm must have a score of 80 or better in order to be certified.

The company that receives the B corporate certificate :

Patagonia :

The brand is well known as a sustainable brand which has a good score in B Impact approximately 155.4 and it was claimed Patagonia understands that every product produced has an influence on the environment. 64% of the resources they now employ are recycled, and all virgin cotton is cultivated organically. Patagonia is open about its own facilities and suppliers across the supply chain, so you know where and how your products are created. Since then the company has received the certificate since 2011.

The body shop:

Body shop was founded by Dame Anita Roddick in 1976 , The Body Shop was a leader in the world of ethical skincare. They specialize in creating personal care products, haircare, skincare, and other products from ethically sourced and organically derived materials from throughout the world. They just announced that their whole product line would be 100% vegan and certified by The Vegan Society by the end of 2023. The Body Shop was a forerunner in the field of ethical skincare. They specialize in creating cosmetics, haircare, skincare, and other products from ethically sourced and organically derived materials from throughout the world. They just announced that their whole product line would be 100% vegan and certified by The Vegan Society by the end of 2023. Therefore the firm received the certified since 2019 with 82.6 over all B impact score. (sustaibnablychich, 2019).

2.2 The relation of customer in sustainable clothing brand:

In this part of the thesis will demonstrate the relation of the customer in the sustainable sector which could be a grate knowledge to conclude in the thesis.

Consumer behavior in sustainable clothing industry:

When it comes to be sustainable fashion The literature's definitions of sustainable fashion vary nonetheless, every one of them include the same element the impact produced by the fashion business on the environment and all stakeholders in various contexts, including society as a whole. In addition to having a detrimental impact on the environment, the rise of fast fashion has influenced consumer views on apparel utilization, which is associated with affordable manufacturing and the procurement of resources from foreign markets for industrial use. In the fashion sector, this has fostered a culture of impulse buying, with new items accessible to the typical customer every week. Consumers must comprehend the distinctions between the repercussions of cheap and rapid fashion and ethical objectives in environmental sustainability. This is the key to achieving genuine change in consumer behaviors .

The longevity of a garment is one of the most critical aspects impacting the environment during the product usage phase. Garments are now more cheaper in comparison to household wages than they were a few decades ago (Niinimäki 2011). Consumption of extremely inexpensive and throwaway clothes with a very short lifespan has grown as a result of low clothing prices and enhancing disposable incomes. Presently Consumers are increasingly purchasing low-quality

clothing and fabrics. Considering low-quality and inexpensive clothing is easily discarded, improving the life of garments is one of the most essential concerns for sustainable development. Garments' lives can be extended in a variety of methods, including resale, donation, rental services or sharing, and participation in local communities. However, consumers frequently overlook them as aspects of sustainable fashion and consumer behaviour (Mandarić, 2022).

It is fundamental to emphasize that both firms and consumers in the textile industry must embrace sustainable practices since both are accountable for the textile industry being the world's second-largest polluter. Within the fashion industry, new technologies and business model strategies must be created, and firms must establish a uniform approach to analyzing sector sustainability. Circular economy is a recent notion that has gained popularity in terms of sustainability. It is the use of cycled resources in a system of economics to achieve benefits for the economy and the environment.

Overall of the sustainable clothing market:

Ethical consumerism has given rise to a market for ethical fashion, which is written by (joergens, 2006) defines as "fashionable clothes that incorporate Fair Trade principles with sweatshop-free labour conditions while not harming the environment or workers by using biodegradable and organic cotton." However, because many sustainable clothing lines do not strictly meet all of these criteria, this paper employs a broader definition, referring to clothing that incorporates one or more aspects of social or environmental sustainability, such as Fair Trade manufacturing or fabric made from organically grown raw materials.

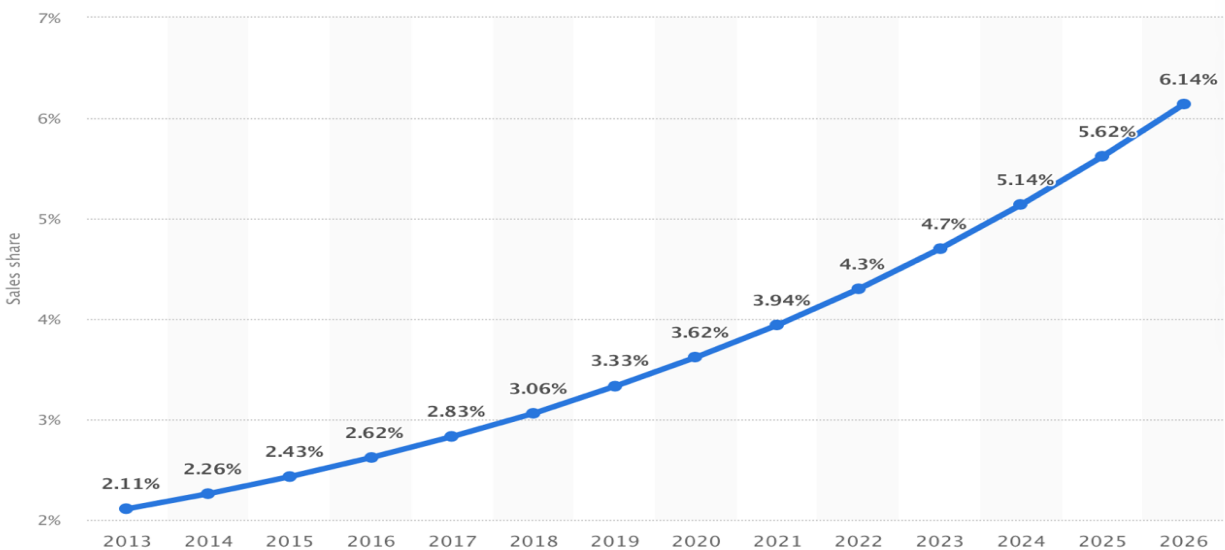


Table 3 Revenue share of sustainable apparel worldwide 2013-2026

The projected trend indicates a continuous 1.4 percentage point increase in the global revenue share of the sustainable segment within the apparel market from 2023 to 2026. In 2026, this share is expected to reach 6.14 percent, marking the third consecutive year of growth. Notably, the sustainable segment's revenue share has shown consistent growth in recent years. As it is illustrate from the graph the amount of Revenue share of the sustainable apparel market worldwide from 2013 to 2026 keep rising year to year and the indicator in 2026 is even more if compare to 2013 it would increase triple from 2.11% to 6.14% . However this number is the prediction of the statistic in some reason it could increasing either decreasing therefore there is the fact that the growth in sustainable apparel also has significant number and it is the proof that lately people are concern of what they choose and sustainable goods is became one of the selection.

Customer Segment :

In case to clarify the comapany's customer target it simply to divided the consumer by segmentation the category and it also could show the insight of customer purchasing behavior and attitudes, therefore segment the consumer by this method below would provide more information clearer.

- **Ethical Customer:**

Ethical consumerism is the practice of purchasing items and services that are produced in a way that minimizes social either environmental damage while avoiding products and services that are considered to have a detrimental influence on society or the environment. In addition mostly of the store theseday always included the alternative goods and one of the choice is the ethical goods and it will proudly labelled in the shelve as the organic , vegan even recycle. For instance some countries are starting to take initiatives to reduce the environmental impact of the industry, with relative success such as in the United Kingdom was one of the largest fashion's consumer in Europe. The Sustainable Clothing Action Plan was launched in 2012. they brought together ninety UK brands which make up almost fifty per cent of clothing sales in the country. consumers are increasingly sensitive to the ethical argument, especially since the Covid-19 pandemic. The time

spent reflecting on the interconnected nature of the world, our values, and how we can build a better future has only reinforced this trend. A global survey of readers of the fashion magazine Vogue, found that the number of respondents who say sustainability is an important factor when making a fashion purchase rose to sixty-nine per cent in May 2021 from sixty-five per cent in October 2020. (Courie, 2021)

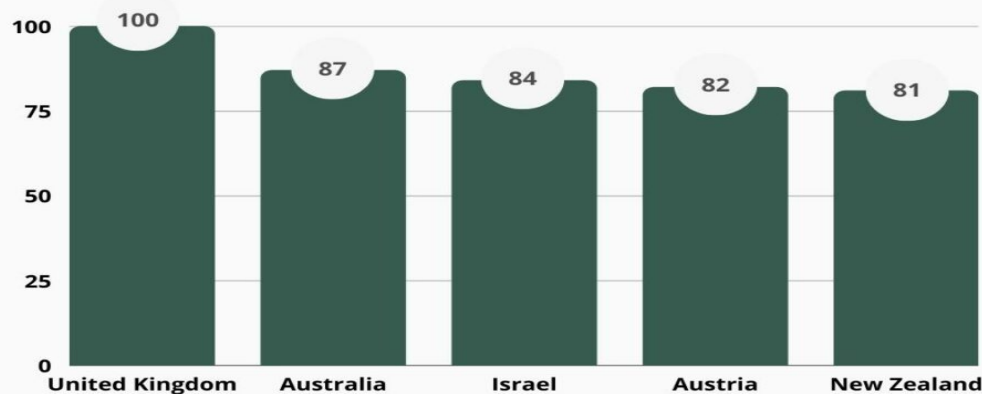
- **Environment Enthusiasts :**

An environmentalist or enthusiast works to enhance and maintain the natural environment. They do this by reducing ecologically damaging human actions and embracing principles centred on causing no harm to the environment. This group of people also reconsider humankind's connection with nature. The most important issue that those group of consumer is they have highly Conscious of environment issue which is including the climate change pollution, deforestation, and wildlife conservation, in addition this people more likely to expect the transparency from the firm regarding this reason which company is open about their product line and sustainability effort could gain more trust from them , therefore said that this group of the customer is the most crucial and greater in number compare to the others segment.

- **Vegan And Vegetarian:**

According to the result of the statistic of 2023 , it was said that there is over 88 millions Vegans all around the world , since 8 billion people in the world can be found that 1.1% of the totally are the vegans, this is the great number to see that the sustainable product could expand to this large number of people.

COUNTRIES RANKED BY POPULARITY OF VEGANISM WORLDWIDE IN 2020



Source: Chef's Pencil, Google Trends

worldanimalfoundation.org

Table 4 Countries Ranked by popularity of veganism worldwide in 2020.

- Outdoor and Adventure Enthusiasts:** Since the outdoor activity require the flexible and comfortable outfits which is best to be the high in quality and textile therefore the sustainable brand are seeking for the innovation to meet the expectation of the consumer especially the outdoor and adventure group in the reason that they probably need the best clothing and suitable for them according to the outdoor activity such as Hiking, Running , sport etc, in the reason that all of the activity occur in the nature environment hence the outdoor Enthusiasts are prefer to support the sustainable goods while they are rely on environment circumstance.
- Fashionistas and Trendsetter:** the fashionistas are knowing as the fastest who is stay up to date to catch the currently trends moreover they often set their own trend with the highly conscious of the individual style and the style is priority for this group of consumer when is come to be the clothing choice they are delicate which is not only being the sustainable They value aesthetics in their apparel decisions. Consumers desire sustainable outfits that not only reflects their principles as well as their distinct and stylish preferences, Since then this segmentation also being the crucial part among the customer segment while this people could spread their impact for the new group and even prove that the sustainable never goes out of style.

- **Luxury and Premium Sustainably Shoppers:** Customers on the other side of the spectrum are willing to pay a premium for luxury and high-quality sustainable items. Shoppers require companies that provide both sustainability and exclusivity in this case to reach the customer segment is aim to the one that has high disposal income since all the luxury brand require specific material and the product line is way more complicate than the usual one therefore from the high income is allowing them to invest in those expensive high end goods. In addition there is the boundaries for them in term of sustainable fashion such as the innovative design include the technology and technique which resulted in uniqueness and best in style.

CHAPTER III MATERIAL AND METHOD

3.1 Process of Data collection:

In the context of the sustainable clothing industry, data collection plays a pivotal role in assessing consumer preferences, environmental impacts, and market trends. This part of the paper provides an overview of the use of Google Forms as a data collection method within the sustainable clothing brand under green brand concept among the generation of 20s.

Firstly, this survey been answering by the young generation in the 20s in the total number approximately 150 people, According to the survey it was illustrate the result as the following information by the question list below which will be convert in to percentage hence the first question is carry out the important of fashion clothing in this generation.

On a scale of 1 to 5, with 1 being not important at all and 5 being extremely important, How important is fashion to you when choosing clothing?

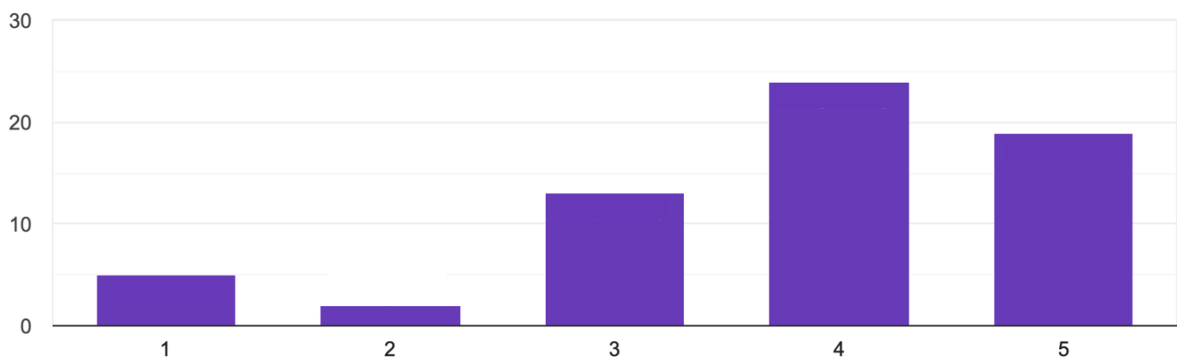


Table 5 The importance of clothing in 20s Generation

large amount of people priority their personal fashion for the clothing in this reason this could be the opportunities for the sustainable brand to create the brand with the unique style in order to gain the new target market.

Do you think the sustainable brand is good in quality compared to the normal brand?

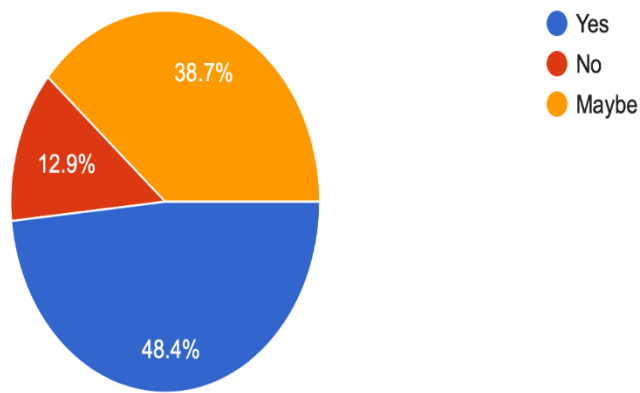


Table 6 The opinion about the quality of Eco-friendly brand

First of all In the term of Eco friendly goods the sustainable fashion always prioritizes quality over quantity as it clearly be seen that sustainable clothing are require special material including the product line and manufacture , in addition Eco-friendly textiles are also often softer and more durable unlike the others brand in the market that priority the expense for the firm as the most important therefore the company seeking the material which not best in quality in spite of that the material would not beat the sustainable .

In this question would describe how do people opinion when it comes to be the terms of quality, in the reason that all of the goods that been produce are always aims to have the best in quality and it is the number one of priority hence this is how people interact with the survey . From the totally responder with 3 option to choose which is Yes , No , and Maybe to answer this question Do you think the sustainable brand is good in quality compared to the normal brand?, from the pie chart above it can clearly be seen that more half of the responder are agree that the sustainable brand is better in quality compare to the conventional clothing. However the number of those who remain the confusing also high which is 38.7% by answering “Maybe”and Moreover there are some group totally disagree with this statement by the “No” answer roundly 12.9% as it was show on the pie chart in red color.

Would you spend more money to get the sustainable clothing brand?

According to the question budget consideration is crucial for the consumer in nowadays since there are plenty of selection including the conventional are produce their goods with the good price therefore It's essential to consider the budget and financial situation. While sustainable clothing can be more expensive, it's crucial to ensure that spending extra on sustainable brands is within the consumer expectation. If it's not customer have more sustainable choices by buying fewer items and focusing on quality over quantity.

Prior to this question it is essential to understand the reason why most of the sustainable clothing brand tend to come with the high price since the ethical sourcing become the most important consideration of the firm to produce ones product , Furthermore the second concern is the fair labor therefore the company often ensure that the worker will receive the fair wage which mean the expense of the company could be more then it resulted in the higher price than the fast fashion clothing.

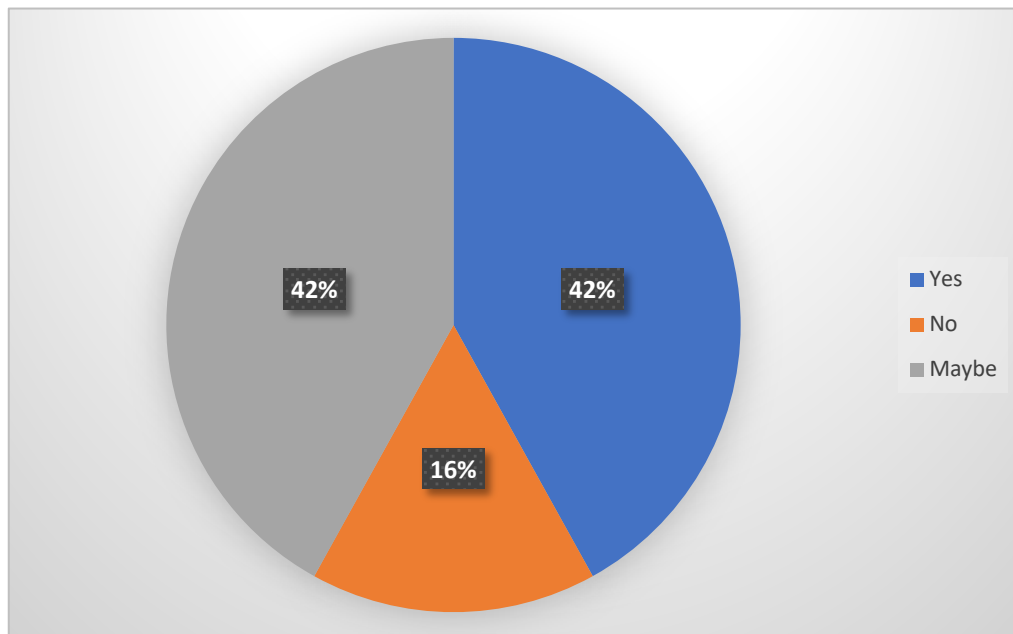


Table 7 Would people spend more on sustainable clothing

As it can be seen from the pie chart it illustrates the point of view of the 20s generation are confused to spend the money on sustainable fashion since the result of the survey was showing the number of those who surely purchasing more money to get the sustainable product which is converted into 42% from the total number however this number is equal to those people who not totally sure if they want to add some amount of money on the sustainable clothing brand .

Moreover from the result remain 16% who strongly answer NO in case if they have to spend more to get the Eco friendly brand therefore this number is surprisingly illustrates that consumer in this industry remains the confusion in decision to choose in case the goods is way more expensive than the usual brand with the high number with “Maybe” answer roundly 42% and it also equal to those who answer “Yes”. It clearly be seen that there are a large number of people who not totally agree to purchasing the sustainable clothing if it become more expensive.

CHAPTER IV RESULT AND DISCUSSION

This chapter is contain the result case study of sustainable clothing brand which widely know world wide .

As it can be seen nowadays in the word of fashion it could be various and several style which is also mixed and match with the items that seems not appropriate together somehow humans are extremely intelligent to generate it out creativity and keep transforming for better result ever since the world faced with the dangerous disease which has killed more than millions of people within a year , By this consequence the behavior of humans has been changed from the past. To mention about the fashion clothing is definitely being the main component to get a good style, Therefore to know more about the clothing brand which produce the product under the terms of environmental friendly such as Patagonia and The North Face and there will be the case study detail of these two firm.

4.1 Patagonia Case study :

4.1.1 Background of the company:

Patagonia is the American outdoor clothing brand and well known as environmental friendly brand , The company was founded by Yvon Chouinard in 1973 with his goal of producing the high-quality outdoor clothing and gear in the meantime also promoting environmental and social responsibility.

Since the brand was launched the vision of the company is to shaping the brand into environmental conscious and social responsible brand by expanded the outdoor apparel clothing designed for outdoor activities such as climbing , Hiking and Skiing with durability and best in function. The company has always been at the leader of environmental responsibility , since 1980s Patagonia started to launched the “Patagonia Environment Grants Program” by using recycle material in their product in order to support grassroots environmental organizations.

The brand has always prioritized environmental ideals. The company's founders were outdoor lovers with a strong connection to nature. Patagonia has always supported grassroots

movement with donations. As it has been mentioned that Patagonia was one of the most Eco-friendly brand with a wide range of products for the consumer to choose and fit their expectation therefore there are clothing such as jacket , vest , t shirt , shirt , pants & jeans , socks including underwear and Etc.,since there are several type of products , the company has many types of customer's target.

Patagonia, on the other hand, decided to go with a more aggressive strategy after research revealed that its customers do not see the firm as being more concerned about the environment than competitors. This article discusses Patagonia's corporate environmental citizenship and the difficulties it has in communicating environmental concerns, particularly through print marketing. An investigation of Patagonia revealed that company is 'deep green' and so well-positioned to overcome US buyer distrust of environmental promises.

4.1.2 Case study from Patagonia:

From the reputation of the brand it obviously proof that the brand is well received from its customer target and the revenue which is remain increasing in every year for instance in 2021 the firm annual's revenue is roundly 209.1M Us Dollar (Zippia, 2021) since then the company is suitable to be the case study and included in this paper.

This case study explores how Patagonia has integrated sustainability into its core business model and the impact this approach has had on the company's brand and financial performance.

There are 5 main key point that will be describe as following:

- Environmental Responsibility :

It has been mentioned that more than 86% of goods are contains the sustainable material especially the main important is the cotton which is organic came from regenerative farming practices. Further more Patagonia using the recycle textile in order to avoid the waste including the packaging which also recycle and reuse since it is the plastic that use for protect the garment

while shipping the goods , the company distribute the center to keep and send all the package back to turned it into plastic lumber.

In 2021 Fashion Transparency Index ranked Patagonia at 61-70% on their traceability which means they are pretty good at sharing information on where their products are made and where they source their materials (Kampard, 2023). In addition The firm claim that the "1% for the Planet" project of the corporation distributes 1% of revenues to environmental causes and encourages other businesses to do the same by contributing every year after that the firm receive the B corp certificate which guarantee that the company truly generate the goods under the sustainable brand.

Patagonia's Goal of encourage reduce apparel consumption is congruent and the brand's image is include strong CSR message by setting the goal to reach 100% of using recycle polyester in whatever way nowadays Patagonia using 50-100% recycle polyester.

- Product Durability :

Since 2015 the company was promoting the idea under the concept of “ Worn Wear ” which started expand in Europe by generate the idea to keep the goods in use last long as possible , this concept encourage people to be aware of choosing the clothing and influence them to purchase the product with high quality from Patagonia which is designed to last, Furthermore the clothing or gear possible to repair after use and damaged also resell , recycle rather than throwing them away. (Brand The Change, 2022).

Patagonia encourages customers to explore purchasing used Patagonia goods through their Worn Wear program. These are formerly owned but still high-quality things that may be purchased at a cheaper cost than new items. Customers that buy secondhand equipment extend the life of items and minimize the requirement for new manufacture. The Worn Wear program emphasizes the importance of repairing and maintaining outdoor clothing and gear. Patagonia provides resources, such as repair guides and access to repair services, to help customers fix and extend the life of their items. This not only saves money however also reduces waste and the environmental impact of manufacturing new products.

Through the Worn Wear program, customers may trade in their old Patagonia items for store credit or repurchase value, incentivizing them to return their products to Patagonia rather than discarding them. The traded-in items are then renovated and resold, prolonging their useful life even further more. Patagonia's Worn Wear platform also allows consumers to gain money by selling goods they no longer need, and products that are no longer appropriate for wear are recycled, decreasing the harmful impact of textile waste.

- Financial :

Patagonia's financial success has not been impaired by its dedication to sustainability. The company's sales and profitability have both increased, demonstrating that sustainability and profitability may exist together.

As far as the report was record that in 2022 the company has the peak revenue approximately 209.1M (USD) with more than 1000 employees and the revenue employee's ratio is 209,090\$ which in the high level if compare in the market. The company made a significant impact on the business world by donating the entire \$10 million in Black Friday sales, along with an additional \$10 million resulting from the Trump corporate tax cuts. They took out advertisements in the New York Times urging people not to purchase their products with the message "Don't Buy This Jacket." Additionally, they offered a lifetime warranty and free repair service. Surprisingly, sales surged by 30% after the "Don't Buy This Jacket" campaign, making it a well-known case study in marketing. (Gelles, 2022)

- Transparency supply chain:

The company has always update the information through their online website platform with publish catalogues that highlight the environmental effect of typical goods from the many product lines based on the greatest research and data available. (Patagonia Works, 2022).

There are 65 factories, mills , farms which located all around the world for instance mainly in southeast Asia such as Vietnam and Thailand however the company has it standard to work with

the new and existing supplier by pre-screen them first with the 4-Fold. Those suppliers must reach the level of standard and the requirement for business, quality, environmental and social standards. Teams that represent each fold have full veto power over onboarding a new supply chain partner. This is an effective process that screens out suppliers who cannot meet our strict 4-fold set of standards, Patagonia also rely on our Supply Chain Environmental Responsibility program to measure and reduce environmental impacts of manufacturing Patagonia products.

- Challenges:

Since the company was producing the clothing and Gear under the sustainable concept which reduce the impact and not harmful for the environment in this reason it lead the firm to face with plenty of challenges such as scaling sustainability practice As Patagonia grows, it could discover challenging to scale its environmentally friendly procedures across the entire supply chain. It might be difficult to maintain resilient ethical and environmental standards while operating.

Somehow, to balancing the growth with the sustainable is quite challenging to keep up the good procedure of the product line while Patagonia also have to follow the idea of protect the environment and leave the footprint as less as possible due to this fact it could be a huge mission for the company to gain the profit with the commitment to be the sustainable brand.

4.2 Veja case study:

4.2.1 Background of the company :

It can completely said that Veja is one of the most popular brand during these past 5 years which is French brand and widely know as sustainable and Eco-friendly brand , the brand was founded since 2004 by Sébastien Kopp and François-Ghislain Morillion. The first pair of shoes was release in 2005 (footwearnew, 2021) , After the company has made the good reputation under the sustainable concept brand, Parisian store was selected Veja and now they expanded their product to many part of Europe at least 50 countries with the large number of the shoes up to 2 millions pair in a year.

Since its inception, the firm has focused on discovering alternatives to conventional materials used in the fashion industry, either by reducing the environmental effect of the footwear

or by having a good influence on the communities that create the raw materials. Finally, the firm has recognized sustainability as a commercial opportunity and is now prepared to go a step further and understand the environmental implications associated with all phases of their product's life in order to actively reduce its environmental impact.

The organization's producing goods include organic cotton and rubber. These are supplied from Brazilian cooperative organic producers. Cooperative farming is deemed environmentally beneficial and hence aligns with the organization's goals. Through a collaboration with ASF, the finished items are distributed across Europe. This also supports their objective of societal transformation, as ASF is an organization that aims to reintegrate people into society.

ASF primarily markets finished products to consumers in the United Kingdom and France. Customers can purchase these items via retail stockist stores, allied organizations, and boutiques. The organization's governing principles suggest that it might grow even more if it targeted third-world and developing countries.

Furthermore, Veja has built a successful and sustainable natural rubber value chain in Brazil, with the long-term goal of protecting forests. To far, they have assisted over 400 households in shifting to native rubber production in order to benefit from price premiums that create more revenue than other, unsustainable livelihood activities. Additionally, tappers are compensated for ecosystem services provided they do not cut down trees on their land. This gives households an incentive to preserve standing trees and discourages them from taking up cattle ranching, which often ends up resulting in the loss of forests to make space for pastureland.

4.2.2 Case Study from Veja:

Veja was founded with the goal of creating the most environmentally friendly pair of sneakers on the market. It is a B-Corp and a fair-trade enterprise. Veja trainers are now available in over 60 countries, and the brand has sold 3 million pairs of shoes. The company purchases local rubber from tappers in Acre to utilize in the creation of its soles.

As of 2021 , 435 rubber tappers have acquired 1,000 tonnes of wild rubber. Because of their long-standing activities and above-market pricing, the firm has a well-established connection with their producers. They've also recently launched a Payment for Social and Environmental

Services (PSES) program, which will pay premiums to rubber tappers that follow deforestation-free guidelines.

Material is the main important thing of ones product a direct impact on the longevity and qualities of footwear, and past research has shown that these factors have a significant impact on the environmental performance of footwear. VEJA's goal is to reduce the environmental and social implications of its footwear, thus three alternative materials emerged and have since been utilized in VEJA's footwear starting with the brand's develop. The next section provides a full overview of these alternative materials, their supply chain, and the traditional materials used.

There are 4 main aspect of material :

- Natural rubber
- Cotton fabric
- Recycle Polyethylene Terephthalate
- Conventional

Natural Rubber:

Natural Rubber has the most important material for the footwear industry for more than 10 years (burger, 1992) . Among the industry the rubber component often contain at least 5 % of natural rubber in its composition and its use is limited by its cost, and the company has produce the product by utilize the rubber from the Amazon rainforest in Brazil.

For its natural rubber, the firm has created a one-of-a-kind and transparent supply chain. Companies collaborate closely with rubber tappers in the Amazon jungle, who collect rubber from wild rubber trees. This technique enables sustainable harvesting and supports local populations' livelihoods without adding to deforestation.

Veja's use of responsibly sourced natural rubber aligns with their commitment to sustainability and ethical practices. It's a key component in their mission to create eco-friendly and socially responsible footwear. The brand's approach to sourcing natural rubber has received recognition and praise within the sustainable fashion industry.

Cotton Fabric:

Since 2004, the firm has employed organic cotton from agro-ecological farms as the raw material for the twill and fabric used in its footwear. The concept of agro-ecology is opposed to the conventional agricultural methods, which are centered on monoculture, highly dependent on chemical inputs and mechanization, as well as the concentration of ownership of productive lands, exploitation of rural workers and non-local consumption of goods produced (Altieri, 1995).

VEJA sources organic cotton from nine different associations in Northeast of Brazil. The associations are composed of groups of small farmers that cultivate cotton together with other crops such as beans, corn, sesame, manioc, sunflower, pumpkin in areas of around one hectare without the use of fertilizers or pesticides.

VEJA has always signed one-year contracts with associations, established market-decorrelated prices per kilo of organic cotton, and pre-finances harvests up to 40%. The goal of procuring such cotton for VEJA is to help farmers make a good living, which boosts farmers' income and stimulates alternate methods of production. Furthermore, VEJA seeks to eliminate excessive irrigation methods as well as pollution caused by the use of fertilizers and pesticides.

In VEJA's supply chain, two different types of cotton yarn are produced, a single yarn and a two-ply yarn. Originally, all yarns are spun as single yarns, However, due to the specific characteristics required by VEJA (for the canvas such as extra strength and evenness, single yarns are combined to produce a two-ply yarn .Two-ply yarns, like requested by VEJA are produced by combining two single yarns together and applying a twist on them.

- Recycle Polyethylene Terephthalate :

Polyethylene Terephthalate has been widely employed in a variety of applications, including beverage and food containers, fibres, electronics, automotive components, and films. Currently, fibres - known as 'polyester' in the textile sector - and bottles account for the majority of global PET manufacturing, accounting for 60% and 30%, respectively.

Veja sustainable footwear and apparel company Sources Recycled Polyethylene Terephthalate (rPET) from a variety of vendors and manufacturers as part of their commitment to using environmentally friendly and sustainable materials. Veja's (rPET) supply is a carefully regulated procedure that complies with their openness and environmental aims.

The recycled PET fibers and fabrics used by VEJA are produced in the Southeast of Brazil through the mechanical recycling process. First, the collected plastic bottles are sorted by color and shredded to obtain flakes . These flakes are then washed, cleaned and dried in order to remove external contaminants and are ready to be melted down and extruded into new forms, in this case, polyester fibers.

The company source their rPET and other recycled materials with a focus on sustainability and ethical considerations and involving the following step:

- **Supplier Selection:** Veja partners with suppliers and manufacturers who specialize in recycled materials, including rPET. These suppliers often have expertise in recycling PET plastic, such as bottles, into recycled polyester, which can be used in fashion and footwear.
- **Cycling Process:** The suppliers collect PET plastic bottles from various sources, including recycling programs and waste collection centers. by clean, sterilize, and process these bottles to create high-quality rPET.
- **Quality Control:** Veja likely has stringent quality standards for the rPET by using Quality control checks ensure that the recycled material meets their specifications for strength, durability, and safety.
- **Manufacturing:** The rPET is then incorporated into Veja's products, particularly as a component in fabric blends for shoe uppers, linings, or other parts of their footwear.

- **Transparency:** Veja is known for its transparency in disclosing information about its materials and supply chain. They provide details about the sourcing and use of recycled materials, allowing consumers to understand the sustainability of their products.

CHAPTER V CONCLUSION AND RECOMADATIONS

5.1 SWOT'S analysis of Patagonia:

Patagonia is the private company which well-know as the American clothing frim that markets sustainable outdoor clothing and apparel, the founder has the passion to create the brand by passion came first and business came later therefore he trying to figure the ways for his business and there is one slogan which is his favorite and lead the company to its success , he been saying that “ there is no business on the dead planet ”. (Remme, 2008)

Patagonia is one of the firm that could generate wide rage of product and offers such as the clothing , Gear including the equipment for the activities for instance Hiking , Climbing and Skiing further than that the firm also offers their product for kids which came with a casual style including the accessories and every wear clothing.

Patagonia's SWOT analysis demonstrates how the corporation develops future business plans based on its strengths and weaknesses. It will also indicate how the organization develops its strategy to deal with the challenges of a competitive market while capitalizing on expansion prospects. Patagonia's SWOT analysis may demonstrate how strategic planning assists them in maintaining their position as top corporations.

- **Strength:**

The brand has a reputation and strong brand image with the commitment of sustainable brand which is gain a significant attention from consumer rather than that the firm also have a very optimistic way to produce their product in the market.

In terms of supplier and reseller the company has a strong relationship with them which could help the brand to expand the market more and more in the upcoming year and also those supplier

would supply the material with the reasonable price which will deduct the expense of the company. In addition the brand producing wide range of product and remain their vision to protect the environment and maintain the B crop concept.

Durability of the product was excellent with the worm wear and the brand could fix the product after used however the firm already know for their high quality and durability which could tempt the consumer to purchase their goods and keep the items in use for long period of time.

- **Weakness :**

Since the brand has producing the goods under the Eco-friendly idea by this reason the product line might be complex and faced with many difficulties such as the raw material which will effective to the price of the final product therefore their goods is simply high in production costs including the fair labor practice also lead the final product high in price.

It is possible to say that Patagonia has improper financial planning due to the fact that the firm is lagging in some cases while the company is in demanding of funds and investment in technology which is strongly increasing their productivity therefore in case of the improper planning is holding them back from the future investment.

Low Market Presence: Patagonia has 37 stores in the United States, two in Canada, and a handful in other countries. As a result of the retailer's limited market presence, several customers feel driven to shop at rivals due to the fact they are unable to locate a Patagonia store near them. Patagonia is primarily depending on the US retail market, which exposes the corporation to market risks. (hub, 2022)

- **Opportunities:**

From the reputation of the brand it can be find that the firm can growing market for sustainable products by increasing environment Awareness while there is huge demanding in the sustainable and Eco-friendly goods therefore it is the opportunity for Patagonia to expand its customer base. Moreover to explore the new market in unfamiliar continent such as Asia possible to expand its

products and targeting those new geographic regions since expanding globally Patagonia will benefit from having several regional stream of revenue.

Secondly from expanding the products globally the brand also can generate new product line for instance offers outdoor apparel and the related product which also base on the demand of consumer such as t shirt , sport wear and everyday clothes which can be in a great number of demanding especially in Asia where the weather quite warm and the t shirt , sportswear and accessories such as the cap , Bag will probably be demanding from those consumer.

Since Patagonia had only 37 stores scattered across around 20 states in the United States in this reason expanding the new branch will allow the company to serve their product to the new targeting furthermore located the stores in many different location would providing the goods into the customer hand faster and tempt them to come and check clothing in store which also could help the firm to deduct the costs to transport the goods one by one to consumer and more convenience for those who prefer to pick it up at the store therefore they could have several places to choose.

- **Threats :**

Competition is extremely strong in this clothing industry included various brand in the market which may not prioritize their product to be sustainable while they can producing wide range of goods since then those company can be a significant competitor and either pose a threats to Patagonia's market share.

In addition Economic Factors is the main reason which control the consumer spending when its come to be the downturns surely this fact will extremely affect to buyer purchasing , potentially impact of the high price sustainable brand such as Patagonia further more since the pandemic people aware of what they are spending the money for due to the fact that the inflation is affect the whole supply chain such as the cost of product as well as the number of purchasing is decreasing while the company may need to find the way out for this by adjust their prices and manage its supply chain more efficiency to response the inflation.

In the reason of climate Change Given that Patagonia's merchandise are manufactured from natural materials like nylon and wool, these items are particularly subject to climate change. Due to extended droughts and flooding, the supply of these basic resources may become ever more challenging. It is clear that Patagonia follows differentiation focus on a narrow segment of customers, calling them “dirtbags”, people who appreciate athletic endeavour and willing to pay premium price. Environmental impact, quality, and innovation helped Patagonia to charge 20% higher price than competitors.

BCG Matrix of Patagonia:

Patagonia primarily focuses on outdoor clothing and gear, and it doesn't have a diverse range of unrelated products or business units. However, we can provide a simplified representation of how some of Patagonia's products might fit into the BCG Matrix concept:

- **STAR:**

Patagonia is primarily focus on outdoor clothing and gear therefore there are some of their product which have high market share and experience high market growth such as the sweater and jacket are popular product and its well know for its quality and environment responsibility since then it has a significant market share and proceed with the start for the company.

In this category, Patagonia's high-demand, high-market-share products that are performing exceptionally well. These could include popular, best-selling items within their product range. Patagonia controls 20% of the market in this category. It is also the market leader in this segment. The total category is predicted to increase at 5% over the next five years, indicating that the market growth rate will stay strong. Patagonia should enter the market with its present items. This might be accomplished by enhancing distribution, which will aid in reaching out to unexplored regions. Patagonia's sales will benefit from this.

- **Question mark:**

Consumers are more interested in local cuisine, according to market trends. As a result, this market is seeing rapid expansion. Patagonia, on the other hand, has a little market share in this area. Patagonia's advised strategy is to spend in research and development to create novel features. This product development plan will ensure that this key business unit becomes a cash cow for the corporation and generates profits in the future.

Patagonia's strategic business unit for confectionary is a question mark in the BCG matrix. Confectionery is an appealing sector that has been developing throughout the years. Patagonia, on the other hand, has a little market share in this lucrative sector. The low sales are due to Patagonia's low reach and distribution in this market. Patagonia's preferred approach is market penetration, in which it works to make its goods available in more stores. This will raise Patagonia's sales and turn this crucial business area into a cash cow.

- Cash Cows :

This category might include Patagonia's traditional, well-established items with a dedicated consumer base. These items may have attained market maturity, yet they continue to generate steady income and profitability.

This is a creative item with a 25% market share in its category. Patagonia is the market leader in this area as well. In recent years, the overall category has been gradually diminishing. Patagonia has the ability to impact the market in this sector as well. As a result, it should spend in research and development in order to reinvent the brand. This will help the category flourish and elevate this cash cow to stardom. The total result would be an increase in Patagonia sales.

Another cash cow for Patagonia could be their line of "Torrentshell" waterproof jackets. These jackets are renowned for their performance in wet and challenging outdoor conditions. With a loyal customer base and a reputation for reliability, the Torrentshell line enjoys consistent sales year-round. While the market growth for waterproof jackets may not be exceptionally high, the strong market share and brand recognition Patagonia has in this product category contribute to its status

as a cash cow. Patagonia's ability to consistently deliver high-quality products in this category has helped maintain the reliability and profitability of these items.

- Dogs:

Products with slightly smaller market share in falling markets would fall under this category. Patagonia may have goods that are no longer trendy or have grown obsolete, and they may need to reconsider whether to invest in these items further.

"Dogs" are products that have low market share in markets with low growth. For a company like Patagonia that primarily focuses on outdoor clothing and gear, identifying specific products as "Dogs" can be challenging as their products are carefully designed to align with their environmental and quality-focused mission. However, in a broad sense, some less popular or outdated products in their portfolio may be considered "Dogs" if they have low market share and are not aligned with the company's current strategic focus.

For instance one of a "Dog" in a broader sense might be a specific clothing line that has not gained much attention or relevance in the market due to changing consumer preferences or shifting trends. Such products might not contribute significantly to Patagonia's revenue and may not be in line with the company's sustainability and quality values. It's important to note that Patagonia's emphasis on durability and sustainability makes it less likely to produce products that fall into the "Dog" category, as they tend to design products to last and be repairable, thus extending their lifespan and value.

5.2 Veja's Swot analysis:

Veja became popular sneaker brand among the young generation with its classic and comfort easy matching in style in this reason the brand is well know in nowadays further than that the image of Veja is sustainable brand which is outstanding with a good design when its become sneakers or shoes its rarely to find the Eco-friendly brand , therefore Veja is one of the leader in this industry. In This case examines the establishment and expansion of Veja, the world's first eco-

sneaker brand, in the context of the history of the fashion industry and the advent of the eco-fashion movement. By September 2010, the five-year-old company had established itself as a reference in ethical fashion and an inspiration for other eco-fashion start-ups. Its trajectory, accomplishments, and objectives made it an ideal acquisition target; similar firms, like as Timberland, were already scouting the two founders. SAbastien Kopp and FranAois-Ghislain Morillion continued to pursue their idea. They had a lot of fun attempting to come up with even more sustainable company strategies.

People were still ecstatic about the chance to create remedies or workarounds for ethically and ecologically unsustainable corporate practices. Several solutions are presented in the context of the matter, with an emphasis on the creation of sustainable business practices in organic cotton, wild natural rubber, and traditional veggie-tanned leather. The case also addresses how businesses integrate sustainable practices into a comprehensive and ever-improving offering that involves multiple supply chain participants (employees, consumers, suppliers, partners, and even artists) in co-creating a value proposition that appeals not only to our sense of fashion, but also to our conscience. The argument is really about fashioning identities by skillfully bending customers' admiration towards the statement of unity with the land and between cultures. (Kim Poldner, 2018)

this section of the paper will demonstrate the SWOT analysis of Veja company:

- **Strength :**

As it can be seen that the company is extremely popular in theseday among the fashion industry especially the young age with the fast fashion trend even it is challenging the company remain its reputation by the Eco- friendly brand with a unique style which also easy to be mix and match with the look. A focus on "building the best product since the 60's turned an intangible asset, intellectual propriety, into a strength. The internal knowledge and collaboration from employees (often times end-users themselves) allows Patagonia to innovate products and processes. This has led to them increasing their surf wear collection, preparing themselves for an Earth in global warming. Although Yvon Chouinard is the guiding force, he could never have achieved so much without a team of individuals behind him. Their ability to empathize with customers gives them

competitive advantage over other players, many of which search for employees with MBA's rather than a background in skiing.

Various option of choice to choose for instance in 2019 the firm was release their first running shoes for those who aims to choose the comfortable one and moreover there is the kid option with different design more than 32 style since the first pairs were created. Last but not least the brand also generate the significant product for those customer who prefer the vegan product therefore there are also wide rage of product including the kids choice.

It well know that the company has specific image as a Green brand with a high quality material and also innovative by using the organic cotton, recycled plastic bottles, and wild rubber in their shoe production, in this part it will set the company apart from the others in the industry.

- **Weakness :**

It has stated that the firm has consistently been at the forefront of assisting farmers in adopting the usage of agroecological principles in cotton growing; yet, the corporation has failed to put in place safeguards that would help in insulating it from the bad impacts of weather change. The firm is dependent on farmers in the countryside, which puts the company vulnerable to natural calamities such as bug outbreaks and strong floods. In the reason of this fragility, the company's level of production is unpredictable, and owing to the limited supply of organic cottons, the company frequently fails to satisfy store demands. The most significant difficulty that the firm faces is production expense (dennis, 2019).

Since The suppliers' bargaining durability is powerful, especially because of the large number of enterprises operating in the shoemaking sector. The Veja competes against 500 competitors in its market sector. Despite the fact that the firm has been around for a while, the business strategy is still in its early stages. The cost of obtaining new raw material providers is highly high because most suppliers have current contracts and switching will be somewhat expensive, especially when the firm is increasing its manufacturing process and cannot support huge supply.

Although the fact that the firm is working hard to generate market distinction and develop its market niche, many companies appear to be imitating the company's approach. Loic Pollet, the creator of the French-based firm, publicly said in his speech that the success of Veja's business strategy motivated the firm to form their separate brand. In several locations, ethical fashion enterprises specializing in sneakers are springing up. The firm is also threatened by replacement items. The company's production method is particularly expensive due to its emphasis on quality, making their sneakers more pricey. According to the case study, the production cost is over seven times more than that of other footwear firms.

- **Opportunities:**

Increase Relationship : As it can be seen that the most of consumer are the young age and middle therefore the firm has a good chance to create the good relationship with the school, university , hotel chains for instance the customer of the hotel customer they can see the ads from the lift and also the tutor or trainee at school including the university could recommend their student to support the brand with A Conscience items.

Expansion: Hence those developing country are extremely grate in number when its come to be the demanding number such as the large market in Asia China and India. In this situation it could be the opportunity to expand the market to Asia and India to gain more of the reputation and sale volume for the company.

Collaborations : is also one of the efficient way to expand the brand and gain new customer by collaborations with the similar brand such as Partnering with other eco-conscious brands or organizations therefore the company could have chance to create new product lines and difference types of product in the market furthermore the firm will also increased exposure.

- **Threats :**

Consumer Skepticism: Green skepticism is spreading over the world as a result of significant social concerns about the dissemination of dubious environmental information. Simultaneously, skepticism may have a detrimental impact on customer behaviour, yet recognizing skepticism's impact on consumer behaviour will be a new marketing direction. Given the importance of

addressing this issue, the hour must imagine how skepticism may impact the consumer's perception toward a certain brand. Previous research has indicated that green skepticism negatively influences consumer purchasing intentions based on environmental concerns and knowledge (Abdul, 2022)

Substitute products : The Veja Sneakers With A The conscience substitutes are market alternatives that are accessible at lower pricing. Due to technical and inventive advancements, such items have prevailed. As a result, products produced by companies that are already in the market and use the same technology are being replaced by products produced by other companies that are comparatively better in terms of price and quality and are produced from sectors with significant profits. While the corporations are always threatened with being replaced, the alternative items are detrimental.

Competition: by the time sustainable fashion is blooming and those company among this industry are seeking the innovation with the best quality to enter the market , therefore there is many new entrant which could be the competitor in the coming future .

Supply chain failure : As the veja is well know in sustainable industry with a difference and more complex under the green brand condition than the others since then that could effect the supply chains in many product line which is could occur in anytime while producing the product therefore if compare to the normal brand in the market Veja has higher chance to fail in the supply chain.

BCG Matrix of Veja :

Veja is the sustainable footwear and fashion brand within the BCG Matrix(Boston Consulting Group Matrix) there are 4 mains aspect to discuss which will based on the market growth rate and relative market share , According to the concept of BCG is will be categorize as the following :

- STAR :

Veja a sustainable footwear and apparel business has goods that have witnessed outstanding market development and have acquired a considerable portion of that rising market. These are the company's crown jewels, Generally connected with innovation Strong branding and client demand.

Veja's core sustainable footwear line is an excellent example of a "Star." Because of their rising appeal among customers who value sustainable and eco-friendly fashion choices, these shoes have a large market share. Veja's flagship products have seen significant growth as awareness of the significance of sustainability has grown, confirming the brand's status as a pioneer in sustainable footwear. Veja's ability to keep and market these flagship items is critical to its long-term survival and profitability.

Veja's serve as a foundation for the brand's growth and influence within the sustainable fashion industry. The combination of high market growth and significant market share positions these products as the primary drivers of Veja's success, making them a focus for ongoing investment, innovation, and marketing efforts to sustain and potentially further accelerate their growth trajectory.

- Cash Cow:

A "Cash Cow" in the BCG Matrix is a product or business unit with a high market share but limited market growth. A possible "Cash Cow" for Veja a sustainable footwear and fashion business might be one of their well-established and well-recognized product lines that although not seeing quick development continues to create a consistent and considerable cash stream.

Veja's recognize as sustainable sneakers, for instance, may fall within this category. Because they have already taken a big portion of the sustainable footwear industry, these items may not be increasing significantly in the market, and there may be less prospects for additional growth in this specific area. However, they remain popular among people who appreciate Veja's brand and

believe in their products. As a result, these "Cash Cow" items offer the firm with a steady source of revenue, which may be reinvested into other product lines or used to fund innovation and marketing activities.

"Cash Cows" are useful to a firm as Veja given that they generate consistent cash flow that can be used to fund other business operations and new enterprises. The difficulty is to retain profitability and market share while anticipating the entrance of new rivals or changes in customer preferences.

- Question Mark:

Question Marks" (also known as "Problem Children" or "Wildcats") in the BCG Matrix identify items or business units with strong market growth potential but a low market share. A "Question Mark" for Veja, a sustainable footwear and fashion company, might be a product line or sector that is new or in the early phases of development but shows promise for large growth in a high-growing industry.

For instance , if Veja expands into a new product category such as sustainable accessories for example bags nor moves into a new geographic region where they are just getting started these endeavour may be deemed "Question Marks." They have strong development potential owing to market demand for sustainable products, although they may not yet have a significant market share.

Veja would need to carefully examine and invest in these "Question Marks" in this category to enhance their market presence establish brand awareness and take a larger portion of the increasing market, With the appropriate tactics and resources these question marks have the potential to become "Stars" as they acquire market share and momentum. However there are some risk and uncertainty which making them a focal point for strategic planning and investment decisions.

- Dogs :

In the BCG Matrix, "Dogs" represent products or business units that fall into the category of low market growth and low market share. These are typically offerings that are not experiencing significant growth and they have a relatively small share of the market. For Veja, a sustainable footwear and fashion brand potential "Dogs" might include product lines or segments that have not gained traction in the market and are not contributing significantly to the company's revenue or growth.

In a broader sense, a specific Veja sneaker model that has not gained significant market share and may have become less popular due to shifting consumer preferences could be considered a "Dog." This product might not contribute significantly to Veja's revenue and may not align as closely with their core sustainability values as their more popular and eco-friendly products.

It's important to note that a firm such as Veja, recognized for its sustainable and eco-friendly products, has the option to stop or examine product lines in the "Dogs" category. These failing categories may not be consistent with the brand's basic values or strategic goals. The resources and efforts spent to assist "Dogs" may be better devoted to "Stars" or "Question Marks" in order to enhance the company's overall performance and profitability. Identifying "Dogs" in the BCG Matrix allows businesses like Veja to evaluate their product portfolio and make educated decisions about which offers to keep, refuel or cancel, thereby improving their business strategy.

5.3 Patagonia and Veja result comparison:

This part of the paper will demonstrate the differences and comparison between the 2 brands under the same idea to generate the product with a commitment to sustainability, environmental responsibility, and ethical practice business. However, both of the firms are providing different goods categories while Veja is mainly producing the sneaker, Patagonia is focused on outdoor

clothing and gear therefore it clearly see that there are various of similarities and differences between the two brand.

- Similarities

Sustainability: Since both Veja and Patagonia have the same common opinion about sustainable concept and ethics at the core for their business model therefore environment responsibility is their prioritize including the ethical sourcing and labor practices which is the crucial commitment that driver both companies reach their success and being a leader of many competitor in the industry.

Transparency: both of the firm are illustrate about their product line and supply chain included the production process which is totally can be seen and Patagonia and Veja also share those information through their platform such as the online website , magazine interview and Etc, further than that they share about their origins of material and most of them is recycle and harmless to the environment in this reason both company can gaining the consumer attention by mention about the impact on the environment as well.

Ethical Sourcing: Patagonia was a pioneer in the implementation of Fair Trade standards in the garment business. They provide a selection of Fair Trade Certified items, ensuring that the individuals engaged in their production are paid fairly and work in safe and ethical circumstances. (Patagonia, 2023) As well as Veja prioritizes the use of environmentally friendly materials in their footwear manufacture. This includes using organic cotton, rubber from sustainable sources, and low-chrome leather. Their usage of these materials contributes to a lower environmental impact.

Durability and Quality : Accordingly both of the brand are sustainable brand , surely their product are produce with high quality and also last longer than the customer expectation in addition Patagonia encourage consumer to repair and recycle their clothing and gear in order to extent the lifespan. While the sneaker brand as Veja also focus on the longevity which aligns with the idea of reducing waste as much as possible by producing high standard factories including the recycle plastic bottle and polyester. (veja, 2023).

Activism: Patagonia and Veja are active in environmental and social campaigning. Patagonia has been involved in environmental efforts and has even filed a lawsuit against the United States

government over environmental policy. Veja is well-known for its commitment to developing environmentally friendly footwear.

- Differences

Product Category: There is the significant difference between this 2 company , Since Patagonia is specialize in producing the outdoor clothing and Gear , Meanwhile Veja exclusively focus on the footwear only therefore Patagonia would have advantage by offers a wider rage of product which not only clothing but including various option of the outdoor goods.

Market size and recognition : As the result Patagonia and Veja are operating in different industries and market , which leading to impact the customer base as well as the market positioning while Patagonia primarily operates in the outdoor clothing and gear market. They target individuals who are passionate about outdoor activities, including hiking, climbing, skiing, surfing, and more. Veja operates in the sustainable sneaker market, catering to fashion-conscious consumers who are interested in eco-friendly and ethical footwear choice.

Customer base : Patagonia's consumer base is diverse, ranging from elite athletes to occasional outdoor lovers. Their clients value high-quality, long-lasting goods that are built to operate throughout demanding outside environments. While Veja's customer base are special for those who seeking for style with sustainable alternative to traditional sneaker brands however their customers prioritize environmentally responsible and ethically produced products.

Retail Presence: Patagonia has its retail stores and is available in numerous retail locations more than 70 Patagonia store worldwide including in Asia such as Japan , South korea while Veja primarily sells its products through a network of authorized retailers and its own stores however Veja also sell through e-commerce platforms, making their products accessible to a global market.

Lastly , The capacity to prepare themselves for future effects, whether natural or man-made (e.g., global warming or competition), will soon provide an advantage in business. Here is An analysis of both internal and external operations for a successful business revolves around their economics

and effectiveness. Integrating sustainability into a company allows for a thorough examination of all two processes.

Economic: Patagonia has repeatedly demonstrated that boosting sustainability measures reduces expenses in the long run. They employ less packaging, lowering costs while enhancing product exposure. Solar panels provide free electricity. Blue sign authorized items improve supplier effectiveness and on-time delivery while lowering the number of faulty products. When executives discovered that conventional cotton has the greatest environmental effect, they pursued organic cotton, which was four times more expensive at the time. Now that the price has dropped, the technical qualities of organic cotton are comparable to those of polyester, a non-renewable oil-based fabric.

Effectiveness : Customers are more than satisfied with Patagonia products. The warranty ensures a product's functionality and lifetime, as evidenced by survey results. More importantly, it provides clients with a sense of security when they are out in the elements and require the product the most. With sustainability ingrained in Patagonia, personnel may consider how they might improve a product's functionality in the long run. This has prompted them to look into efficient ways to "at the close the loop" on a product's life cycle.

Veja, the sustainable footwear company, achieved strong economic success, fueled by rising demand for ethical and environmentally friendly products. Veja's revenues had been steadily increasing, owing to the company's dedication to sustainability and transparent supply chains, which appeal with ecologically sensitive customers. Despite the possibility of greater manufacturing costs due to Veja's ethical activities, their premium pricing strategy and smart cost management have contributed to their economic survival. The development of the firm into physical retail outlets and relationships with approved merchants demonstrates a purposeful commitment in market growth. Veja's economic model effectively illustrates that responsible company may align with profitability and market competitiveness while promoting ethical and environmental practices.

By relating Veja image with the values and passions of a rising segment of conscientious consumers, Veja has been extremely effective in engaging and retaining customers. Individuals

looking for eco-friendly and socially responsible options have responded positively to the brand's emphasis on sustainability, ethical sourcing, and supply chain transparency. Veja's ability to mix style with ethics, as seen by its trendy yet ecologically friendly shoe designs, has made it an appealing option for a discriminating client base. Their teaching initiatives on the environmental effect of the fashion business, as well as their emphasis on transparency, have given customers the ability to make educated decisions. Veja's dedication to conscious consumerism and sustainable methods has not only fostered loyalty, but has also resulted in the emergence of the conscious consumer in the fashion sector, supporting the company's efficacy in connecting with and influencing its target audience.

CHAPTER VI. SUMMARY

6.1 Summary:

In conclusion, the concept of green branding, as exemplified by companies As Patagonia and Veja, underscores the transformative power of sustainability and ethical practices in the world of consumer goods. These two brands provide an insightful comparison, as they operate in distinct markets yet share a common commitment to environmental responsibility. Patagonia, with its legacy in outdoor clothing and gear, and Veja, specializing in sustainable sneakers, demonstrate the diverse ways in which green branding can be applied to align with unique product categories.

Throughout this thesis, we have explored how Patagonia and Veja have successfully integrated sustainability into their business models. Patagonia's broad product range for outdoor enthusiasts emphasizes durability, repairability, and environmental advocacy, setting a benchmark for ethical sourcing and supply chain transparency in the outdoor industry. On the other hand, Veja's specialization in sneakers showcases the potential for creating eco-friendly, stylish footwear with direct sourcing, transparency, and collaborations.

Moreover, the rise of the conscious consumer within this industry is a critical trend. Customers today are increasingly making purchasing decisions that align with their values. Patagonia and Veja have harnessed this trend by not only producing eco-friendly and ethically sourced products but also by educating consumers about the impact of their choices. The rise of the conscious consumer signifies a growing demand for green brands and their ability to influence wider industry practices.

In this era of environmental challenges, the cases of Patagonia and Veja serve as inspirational examples of how green branding can not only drive business success but also catalyze a shift towards a more sustainable and responsible approach to consumerism. As these brands continue to thrive and set industry standards, they underscore the ever-growing role of conscious consumers in shaping the future of the consumer goods industry. Green branding is not just a marketing trend, it is a paradigm shift, and Patagonia and Veja are at the forefront, showing that ethical, sustainable practices can be both a business strategy and a commitment to a better world.

6.2 Limitation and Future Research:

Sustainable trailblazers such as Patagonia and Veja grapple with intricate challenges. Their intricate supply chains, rooted in a dedication to sustainability, pose hurdles in upholding traceability and ensuring ethical and environmental standards for each component. With expansion, scalability issues emerge, constraining the sourcing of sustainable materials at scale and impacting overall sustainability. Despite ardent sustainability promotion, consumer education lags, with an ongoing lack of awareness about the ecological and social impacts of purchasing decisions. Furthermore, the elevated production costs linked to sustainable practices pose a threat to economic viability, potentially impeding market competitiveness against conventional alternatives. Addressing these hurdles mandates strategic solutions, including technological integration, collaboration, and precise communication to cultivate consumer understanding and support.

In the quest for a more sustainable fashion industry, future research should prioritize the development and implementation of circular economy models, focusing on designing products for longevity, reuse, and recycling. Continued exploration of innovative sustainable materials, including alternative fabrics, eco-friendly dyes, and cutting-edge manufacturing processes, is crucial for brands like Patagonia and Veja to remain environmentally friendly leaders. The establishment of transparent and standardized certification systems will be vital for building consumer trust by ensuring supply chain transparency and validating sustainability claims. Comprehensive impact assessments, covering the entire life cycle of products from raw material extraction to disposal, are essential for a holistic understanding of the environmental and social footprint of these brands. Additionally, research into consumer behavior is imperative, exploring factors influencing purchasing decisions and effective marketing strategies to engage consumers in sustainable practices. Collaborative initiatives involving sustainable brands, governments, NGOs, and other stakeholders can further amplify efforts toward a more sustainable fashion industry. Continuous monitoring of evolving practices is essential for staying abreast of the latest developments in sustainable business.

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