

A Work Project, presented as part of the requirements for the Award of a Master's degree in
Management from the Nova School of Business and Economics.

THE GEN-Z SNEAKERHEAD PARADOX: BALANCING SUSTAINABILITY AND
STREETWEAR IN THE WORLD OF NIKE: PERCEPTUAL MAP

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Table of Contents

1. Introduction.....	1
2. Research Design	2
2.1.1 Choice Attributes	2
2.1.2 Survey Design	5
2.1.3 Sample Characteristics	6
3. Research Results	7
3.1.1 Description: Multidimensional Perceptual Map Findings	7
3.1.2 Interpretation: Multidimensional Perceptual Map Findings	11
4. Conclusion	14
Bibliography	15
Appendix.....	18
Appendix C.1: Consumer Interviews Findings	18
Appendix C.2: Perceptual Map - Survey Design.....	19
Appendix C.3: Perceptual Data	20
Appendix C.4: Attributes Coordinates	20
Appendix C.5: Brand Coordinates	21
Appendix C.6: Cumulative Variance Scree Plot	21

1. Introduction

A perceptual map is a powerful tool that marketers can use to evaluate and graphically visualize how consumers perceive products or brands in each market by studying relations between two or more attributes (Gigauri 2019). These maps use two or more dimensions that are relevant to consumers when making purchasing decisions, such as price, quality, or other product attributes. By plotting each product or brand on the chart, one can learn more about which attributes are most important to consumers and how consumers perceive a specific brand and its competitors (Gigauri 2019).

The distance between each dot on the map represents the similarity or dissimilarity of a set of products or brands. On the map, two products that are perceived to be highly similar are located close together. Two products that are perceived to be very dissimilar are far apart on the other hand. Consequently, by analyzing the distances between products on the map, managers can identify opportunities for product differentiation and create new marketing strategies that draw attention to the special qualities or advantages of their products (Sinclar and Stalling 1990).

While these two-dimensional perceptual maps are most commonly used, so-called multidimensional perceptual maps allow marketers to gain an even more detailed understanding of the market and the consumer's perceptions since multiple attributes across various brands can be evaluated and compared at the same time (Gower et al. 2010). Due to the characteristics of a multidimensional perceptual map, it proves to be the optimal approach to efficiently extract the information needed to answer the various research questions of this study.

2. Research Design

2.1.1 Choice Attributes

Six attributes were chosen to conduct the quantitative analysis of the perceptual map in order to address the study's first two questions, which aim to answer whether Gen-Z customers perceive Nike as a sustainably operating company and how they perceive the overall competitive landscape of sustainably operating companies in the streetwear sneaker industry. Thus, the determined attributes reflect the sustainable qualities that Gen-Z customers value most when purchasing sneakers and were carefully chosen based on insights gathered from the consumer interviews and the literature review.

In addition, to answer the third research question of the study, Aaker's five brand personalities were used as individual attributes to assess the correlation between the brand image of streetwear sneaker companies and Gen-Z customers' perception of their sustainable practices. In summary, a total of 11 attributes were selected for the creation of the perceptual map and for answering the research questions. The individual attributes are explained below.

Sustainable Materials

Sustainable materials refer to materials that are produced and sourced in an environmentally friendly way. These materials can be natural, organic, or recycled with smaller carbon footprints than conventional ones. Sustainable materials are chosen for their capacity to reduce waste generation and minimize the negative impact on the environment (Bastioli 2011). In this way, streetwear sneaker companies can lower their carbon footprint, help the fashion sector become more environmentally friendly, and satisfy rising consumer demand for greener products by using sustainable materials in their products (Baier, Rausch and Wagner 2020).

Circular Economy

The circular economy is an economic strategy that tries to extend the useful life of resources by reducing waste, pollution, and the loss of resources. It focuses on the idea of

minimizing waste and pollution, preserving resources, and renewing natural systems (Stahel 2016). The circular economy strategy encourages the transition from traditional unsustainable business practices to more sustainable and regenerative ones (Geissdorfer et al. 2017).

Slow Fashion

The Slow Fashion movement encourages a more ethical and sustainable approach to fashion. It aims to create clothing of the highest quality to ensure the clothing can be used for a much longer period (Fletcher 2007). In this way, Slow Fashion urges buyers to purchase fewer, higher-quality products and to think about how their fashion decisions will affect society and the environment. Therefore, the goal is to develop a more attentive and conscious approach to fashion and decrease the harmful effects of the fashion industry on the environment and society (Jung and Jin 2014).

Decomposability

Decomposability, or biodegradability, is a material's ability to naturally degrade and re-enter the environment without harm (Godavitarne et al. 2017). When it comes to sneakers, decomposability displays an essential sustainable factor since many synthetic materials, such as polyester and nylon, are difficult to degrade and can pollute the environment for centuries. Therefore, it is critical to use decomposable materials if possible and dispose of clothing responsibly to reduce the environmental impact of sneakers or clothing in general (Bastioli 2011).

Working Conditions

Working conditions significantly impact employees' rights and well-being, making them a critical component of social sustainability (Dellve and Eriksson 2017). Exploitation, poverty, and social inequality can result from unfavorable working conditions such as low wages, excessive working hours, dangerous and unpleasant working surroundings, and job insecurity. Socially sustainable workplaces, however, treat employees fairly. This includes

paying adequate salaries, ensuring safe and healthy working conditions, and preventing discrimination (Liu et al. 2018).

Transparency

Transparency is crucial to sustainable business practices, enabling consumers, investors, and other stakeholders to hold businesses responsible for their social and environmental impacts (Sodhi and Tang 2019). By disclosing how they operate sustainably, companies may build trust and credibility by making information about their social and environmental initiatives transparent and easily accessible (Saicheau, Cooper and Knox 2012).

Brand Personalities

personalities play a significant role in helping marketers assess the customer's brand perception since they display consumers' emotional connections with brands. In the modern market, where customers are faced with countless possibilities for practically any good or service, consumers not only base their purchases on functional features. Instead, they also take into consideration how they experience a specific brand when buying a product (Brakus, Schmitt and Zarantonello 2009).

A widely accepted theory about brand personalities was put forward by Jennifer Aaker in 1997. Her framework offers a comprehensive set of dimensions that can be used to understand and manage brand personalities effectively. It contains brand personality traits, such as sincerity, excitement, competence, sophistication, and ruggedness, which can be used to get an understanding of how customers experience a brand. Consequently, this can be applied to differentiate a brand from its competitors, leading to greater brand loyalty and overall higher customer satisfaction. Aaker described each brand's personality with specific personality traits like the following: Sincerity: Down-to-earth, Honest, Wholesome, Cheerful; Excitement: Daring, Spirited, Imaginative, Up to Date; Competence: Reliable, Intelligent, Successful; Sophistication: Upper Class, Charming; Ruggedness: Outdoorsy, Tough (Aaker 1997).

Since the framework is well-established and widely accepted, it displays a reliable and trustworthy source of theory for both marketers and researchers. Therefore, it is ensured that the research results can be considered significant and can be applied to the purposes of this research study (Pandey 2009).

2.1.2 Survey Design

The online survey was assembled in Microsoft Forms and was accessible for four days. It was shared in numerous WhatsApp and Reddit groups and pushed to individual LinkedIn and Instagram profiles. As illustrated in Figure 1 below, the survey was divided into three sections. The first section consisted of three excluding, dichotomous questions and was designed to segment participants into significant and insignificant groups for the study. The survey's initial question, which inquired about respondents' nationality, served as a filter, directing only German respondents to the second part of the questionnaire while submitting it automatically for everyone else. The relevance of the findings to the research topics of the study was thus ensured. The second and third queries in this section were answered using the same method. In the second question, respondents were asked if they belonged to Gen-Z, given that they were born between 1996 and 2009. In the third query, respondents were asked if they had purchased at least two pairs of sneakers within the past five years. Those who passed the survey's segmentation phase entered the second section of the survey. Participants were now introduced to the analyzed sneaker brands Nike, Adidas, Puma, and Asics by using a 5-point Likert scale in the second section of the dissertation. The Likert scale is a point system that is frequently used in research because it enables people to express their opinions and views about a subject (Joshi et al. 2015). The participants were presented with a set of six questions that highlighted the crucial attributes pertinent to streetwear sneaker companies engaged in sustainable operations: Sustainable materials, Circular economy, Slow fashion, Decomposability, Working conditions, and Transparency. These attributes were determined by

analyzing the results of the qualitative consumer interviews. In this section, participants were prompted to evaluate and rank each brand in terms of their brand perception, ranging from the least to the most favored. Specifically, a score of 1 was associated with the complete absence of sustainable practices, while a score of 5 denoted the highest level of sustainable operations.

The third section involved a comprehensive assessment of the brand's personality in terms of the complete set of five dimensions inherent in the construct: ruggedness, sincerity, enthusiasm, competence, and sophistication (Aaker 1997). Each brand's personality was accompanied by a short description emphasizing the principal personality traits. Once again, a 5-point Likert scale was employed to assess the participant's perception of each attribute comprising the brand personality. In this case, a score of 1 was associated with the complete absence of a given brand personality about a particular sneaker brand, while a score of 5 represented the highest level of expression of that brand personality in relation to the same sneaker brand.

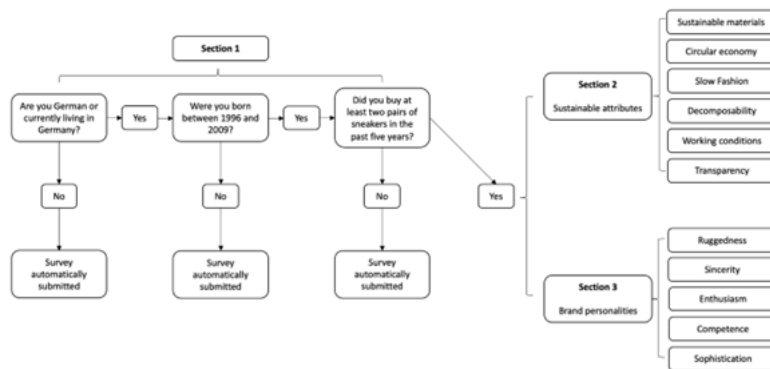


Figure 1 Quantitative Survey Design Diagram

2.1.3 Sample Characteristics

A total of 181 answers were gathered (N=181), of which 106 (58,6%) refer to Germans from Gen-Z who have bought at least two pairs of sneakers within the past five years, and 75 (41,4%) people who did not meet these characteristics. Since the report solely intends to investigate German Gen-Z customers who have bought at least two pairs of sneakers within

the past five years, 41,4% of the participants were not considered significant for the data analysis (n=106).

Three exclusion rules were applied at the beginning of the survey to exclude participants outside the target group. The survey would automatically end if the respondent's answer was “no” when asked if they were German, born between 1996 and 2009, and had bought at least two pairs of sneakers in the past five years.

3. Research Results

3.1.1 Description: Multidimensional Perceptual Map Findings

In order to map both the mentioned attributes and sneaker brands into one multidimensional perceptual map, the statistical tool SPSS was used to rotate factors for the best possible outcome. The basic concept of factor analysis is to categorize variables with a high degree of correlation and then use these factors to explain the relationships between the variables as they are observed (Hair Jr. et al. 1992). Using a factor analysis, the dimensions of the attributes were successfully reduced. While doing this, the principal component analysis (PCA) method was applied for extraction since it is “used when the objective is to summarize most of the original information (variance) in a minimum number of factors for prediction purposes” (Hair Jr et al. 1992, 106). According to Gursoy, Chen, and Kim (2005), the maximum number of dimensions that can be determined in a factor analysis is one less than the smaller number of rows or columns (Gursoy, Chen and Kim 2005). Considering this case, $11-1=10$. However, a dimension will only be recognized if it has an eigenvalue greater than 1. Eigenvalue refers to the quality score for each dimension. Only components with high-quality values are likely to reflect an underlying common factor as it measures the total amount of variance explained by a component (Brown 2001). As displayed in the scree plot (Appendix

C.6), only two dimensions have an eigenvalue greater than 1 and will be taken into account for this study.

As seen in Table 1, the first component's eigenvalue was found to be 6,625, whereas the second component's eigenvalue was 3.571. The variance of the model is explained by two components, the first of which accounts for 60.223% and the second of which is only 32.465%. The conversion of the data into a new coordinate system was able to explain 92.689% of the overall variation.

Table 1 Variance and cumulative variance explained

Component	Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	6.625	60.223	60.223
2	3.571	32.465	92.689
Extraction Method: Principal Component Analysis.			

In this new coordinate system, the dimensions are illustrated in a scatter graph, where Component 1 is plotted on the X-axis and Component 2 on the Y-axis. The factor loadings range from -1 to 1, with values that are close to an end indicating a significant impact of the factor on the variables. Values close to 0 indicate a weak association instead. Additionally, the analysis should consider how close the vectors are to each axis, as a closer distance correlates to a higher contribution to the interpretation of the dimension.

To address the research questions, the positions of the six sustainable attributes, the five brand personality attributes, and the sneaker brands are evaluated. Subsequently, the analysis focuses on examining the correlation between the attributes and Nike in comparison to its competitors. The coordinates of the attributes, shown in Appendix C.4, can help distinguish between two-dimension groups. The first group refers to circular economy, competence, sincerity, sustainable materials, sophistication, and ruggedness, all being very close to 1 of the X-axis and therefore displaying the first dimension. The second one contains two sustainable attributes, namely working conditions and slow fashion, being located very close to 1 of the Y-

axis and therefore representing the second dimension. The remaining attributes, transparency, decomposability, and enthusiasm are closer to the X-axis but cannot be assigned to this dimension and are thus more in the center of both dimensions.

When looking at Appendix C.5 and the positioning of the streetwear sneaker brands, it is noticeable that Asics is clearly allocated on the second dimension, while Adidas and Puma are allocated on the first one. However, Adidas' position is close to 1, whereas Puma's position even extends to -1 on the Y-Axis. On the other hand, Nike cannot be clearly assigned to one of the specified dimensions since it is in the middle of both components.

Considering the fact that brands that are allocated close to each other share a similar profile, it seems that the four different brands are perceived as independent of each other, as they are positioned very contrary to each other on the perceptual map (Gursoy, Chen and Kim 2005). Only Adidas and Nike are positioned slightly closer to each other and therefore share some individual characteristics, as seen in Figure 2. To analyze the relationship between two attributes, the vectors' length, and direction must be examined. If two vectors share a similar direction, it suggests a positive correlation between the attributes. Hence, it would be beneficial to group vectors with comparable directions since it enables a comprehensive analysis of their characteristics. Consequently, this allows a more thorough study of the data, particularly when examining how the attributes connect to one another.

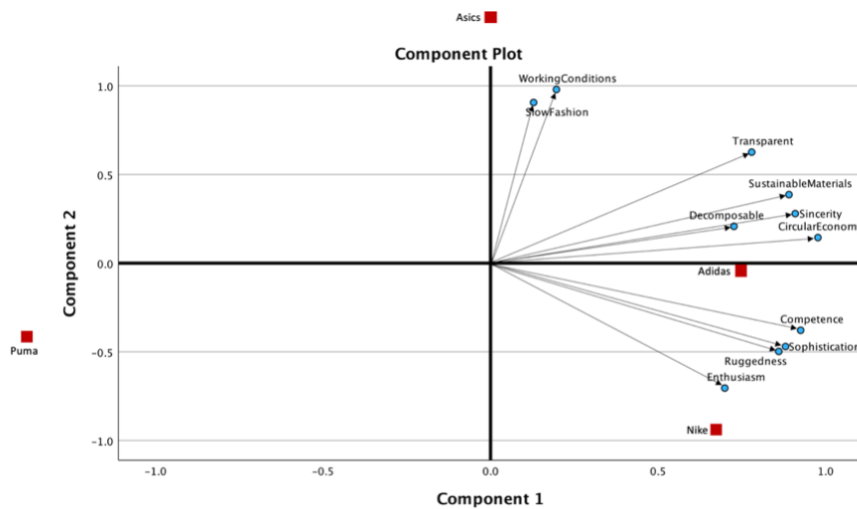


Figure 2 Perceptual Map

Looking at the perceptual map, three attribute groups can be identified (Figure 3). The first group consists of two sustainable attributes: working conditions and slow fashion. The remaining four sustainable attributes, particularly transparency, sustainable materials, decomposability, and circular economy, are included in the second group. Additionally, sincerity, one of the five brand personality attributes, belongs to this group, which leads to the assumption that sincerity and sustainability are perceived as interconnected by Gen-Z. The last group comprises the remaining four brand personalities: competence, sophistication, ruggedness, and enthusiasm. While the brands are not directly located within these groups, their locations vary depending on their proximity to each group. Asics displays a positive correlation with the first group, as it is positioned near it. On the other hand, Nike is closely aligned with the third group and demonstrates a strong positive correlation with it. Adidas is located in the middle between the second and third groups and displays a positive correlation with both. Puma, however, stands apart from these groups, displaying a strong negative correlation with all of them.

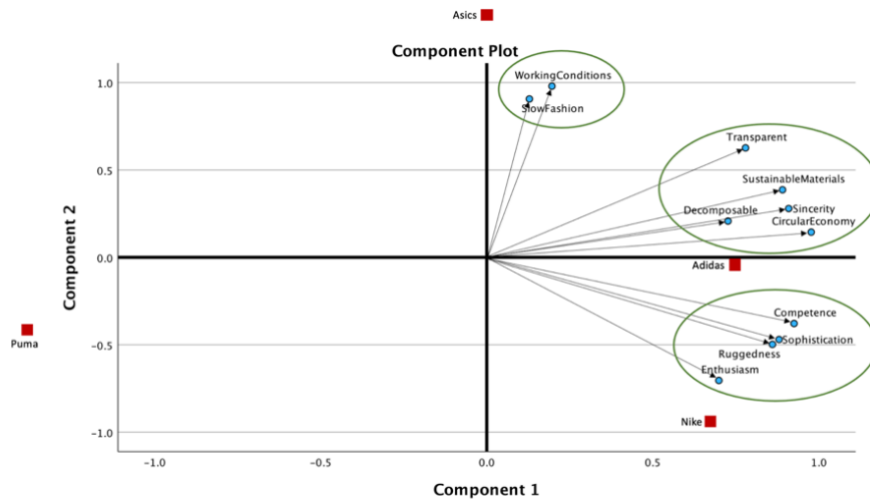


Figure 3 Attribute Groups

3.1.2 Interpretation: Multidimensional Perceptual Map Findings

To answer the first research question (RQ1: Do Gen-Z customers perceive Nike as a sustainably operating company?), this study now specifically examines the correlation of Nike to the six sustainable attributes. When looking at the association of Nike with the first group, representing the two sustainable attributes (working conditions and slow fashion), it becomes evident that these attributes are slightly opposed to Nike's practices. As a result, a negative correlation exists between Nike and these sustainable attributes, which leads to the conclusion that Gen-Z customers do not perceive Nike as implementing optimal working conditions and a slow fashion approach. The negative correlation between working conditions and Nike can be attributed to the company's terrible reputation for poor working conditions in the 1990s (Ditlev-Simonsen 2021). Therefore, it is possible that this negative perception still exists in the minds of numerous consumers. Although Nike has been “pushing its way to the forefront of sustainable fashion,” (289) it appears that the company is not associated with the slow fashion approach as perceived by Gen-Z consumers (Joy et al. 2012).

A better correlation can be observed when comparing the second attribute group and the remaining four sustainable attributes (transparency, sustainable materials, decomposability, and circular economy) associated with Nike. More specifically, Nike displays the most positive correlation with the circular economy attribute, whereas transparency exhibits the weakest correlation amongst the given set of attributes of the second group. Although Nike's correlation with the second group of sustainable attributes is stronger than with the first group, it cannot be considered robust. However, it is also not negative, which can be explained by Nike's extraordinary efforts to operate with greater transparency, as demonstrated by its public display of urgency in addressing social and environmental issues (Nike 2023). On top of that, Nike was the first company in the industry that released a comprehensive list of its manufacturers (Epstein 2008). Ultimately, Nike's correlation with the four sustainable attributes in the second group can be considered moderate. Thus, it can be concluded that Gen-Z perceives Nike as neither particularly sustainable nor unsustainable, with a tendency towards negative perceptions when it comes to the implementation of ideal working conditions and the adoption of a slow fashion approach. On the other hand, Gen-Z has a rather positive view of Nike's efforts toward implementing the circular economy approach, which can be attributed to the company's efforts of making its products much more environmentally friendly or the introduction of its "Move to Zero" strategy (Ditlev-Simonsen 2021).

To address the second research question (RQ2: How do Gen-Z customers perceive the overall competitive landscape within the streetwear sneaker industry operating sustainably?), this study proceeds to analyze the correlation between the sustainable attributes and the remaining streetwear sneaker brands, namely Adidas, Puma, and Asics. Adidas has been found to have a particularly high positive association with the second group in terms of sustainable qualities like transparency, use of sustainable materials, decomposability, and endorsement of a circular economy. As a result, it tends to be seen as the most sustainable among the four

sneaker brands under consideration. This observation finds support in the Dow Jones Sustainability Index, which reflects the public's perception of a company's sustainable practices. The index ranked included Adidas for the 20th time in a row in 2019, providing further credibility to this assertion (Adidas 2019). Further, Adidas maintains an open and transparent record of its environmental and social impact (Dominguez 2020). However, Adidas does not display a robust positive correlation with the first group, which includes working conditions and slow fashion. In contrast, Asics highlights a different positioning from Adidas, as it demonstrates a strong positive correlation between working conditions and slow fashion. Nevertheless, its correlation to the second attribute group is only moderate. Asics is perceived as operating relatively sustainably, with a strong emphasis on implementing optimal working conditions and advocating for the slow fashion approach. Consequently, each brand is perceived to emphasize a different aspect of sustainable operations, and Adidas and Asics appear to have separate approaches to operating sustainably in the sneaker market. In contrast to Nike, Adidas, and Asics, Puma occupies a distinctive and isolated position on the perceptual map. Notably, Puma demonstrates a highly negative correlation to both the first and second attribute groups, suggesting that it is not widely perceived as operating sustainably by Gen-Z customers. Therefore, Puma's positioning on the perceptual map indicates that the brand is not perceived as operating sustainably at all and potentially faces significant challenges in establishing a reputation for sustainable practices within the sneaker industry. This may be explained by the company's repeated violations of human rights in its factories and only late efforts in shifting towards operating more sustainably (Marati 2012). Ultimately, it can be summarized that Nike performs moderately compared to its competitors, Adidas, and Asics. While Adidas and Asics are regarded as operating more sustainably by the research's target group, only Puma is perceived as implementing less sustainable practices than Nike.

The final research question (RQ3: How does the brand image of streetwear sneaker companies correlate to Gen-Z customers' perception of operating sustainably?) aims to find out about the correlation of specific brand personalities to the perception of the brands operating sustainably. As previously mentioned, it is noteworthy to observe that four of the five brand personalities belong to the third attribute group, showing a strong correlation between them. Sincerity, on the other hand, stands out as an exception since it falls into the second group of attributes. This association indicates that companies perceived as sincere are also perceived as operating sustainably. Looking back to Aaker's brand personality model, sincerity is described with characteristics such as being down-to-earth, honest, wholesome, and cheerful (Aaker 1997). Being honest can be linked to transparency since it shares a similar meaning. This, on the other hand, confirms prior literature review research, that fashion brands should provide greater transparency when promoting sustainable fashion.

Therefore, businesses should aim to be perceived as sincere by Gen-Z consumers, as this would improve their reputation as sustainable businesses. In conclusion, establishing sincerity can be crucial to building a sustainable brand image, which appears to be significant to Gen-Z.

4. Conclusion

In summary, examining the identified sustainable attributes revealed that Gen-Z perceives Nike as moderately sustainable, with a tendency toward negative perceptions regarding working conditions and slow fashion, but a more positive view regarding adopting a circular economy approach. Adidas and Asics are perceived as more sustainable than their competitors, with Adidas perceived as the most sustainable of the four brands studied. On the contrary, Puma was perceived as the least sustainable brand. In addition, the study discovered that establishing sincerity as a brand personality can be crucial to constructing a sustainable brand image, which appears to be significant for Gen-Z.

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Appendix

Appendix C.1: Consumer Interviews Findings

Interviewees	Question	Attributes/ Frequency
Consumers, who are based in Germany, have a keen interest in streetwear sneakers and belong to Gen-Z	What are the most important attributes to you when purchasing a sustainable streetwear sneaker?	Style / 5 Quality / 4 Price / 4 Comfort / 2 Brand Recognition / 2 Uniqueness / 1
	Which sustainable aspects do you consider significant when purchasing sustainable streetwear sneakers?	Durability / 6 Transparency / 3 Working Conditions / 2 Waste Avoidance / 2 Reusability / 1 Refurbishment / 1 Recyclability / 1 Packaging / 1 Emission Reduction / 1
	Which brand personality characteristics do you link to sustainable streetwear sneaker companies?	Down to earth / 2 Trendy / 2 Intelligent / 1 Clever / 1 Elite / 1 Transparent / 1 Wholesome / 1 Empathetic / 1 Aware / 1 Open-minded / 1 Tolerant / 1 Kind / 1 Positive / 1 Sincere / 1 Proud / 1
	Please think back to the moment when you bought sustainable sneakers – How did you feel after purchasing them?	Cool / 4 Wholesome / 2 Happy / 2 Unique / 2 Proud / 1 Positive / 1 Confident / 1 Excited / 1 Casual / 1 Reflective / 1

Appendix C.2: Perceptual Map - Survey Design

Attribute	Question/ Description	Scale
Sustainable Materials	How do you perceive these companies using sustainable materials for their streetwear sneakers?	Scale of 1-5, with 1 using no sustainable materials at all and 5 using only sustainable materials
Circular Economy	How do you perceive these companies implementing a circular economy approach, which focuses on optimizing resources and reducing waste, to their streetwear sneaker production?	Scale of 1-5, with 1 being not in line with the circular economy approach at all and 5 being extremely in line with the circular economy approach.
Slow Fashion	How do you perceive these companies implementing a slow fashion approach, which focuses on the quality and longevity of the product, to their streetwear sneaker production?	Scale of 1-5, with 1 being not in line with the slow fashion approach at all and 5 being extremely in line with the slow fashion approach.
Decomposable	How do you perceive streetwear sneaker materials from these companies being decomposable, which means that the shoe materials dissolve over time?	Scale of 1-5, with 1 being not decomposable at all and 5 being extremely decomposable.
Working Conditions	How do you perceive these companies taking care of fair working conditions for their production workers?	Scale of 1-5, with 1 being very poor working conditions and 5 being excellent working conditions.
Transparent	How do you perceive these companies being transparent about operating sustainably?	Scale of 1-5, with 1 being not transparent at all and 5 being extremely transparent.
Ruggedness	How do you perceive these companies related to ruggedness (by ruggedness, it is understood: strong presence/structure, vigor, resistance, firmness)?	Scale of 1-5, with 1 being not rugged at all and 5 being extremely rugged.
Sincerity	How do you perceive these companies related to sincerity (by sincerity, it is understood: honesty, originality, emotional influence, trust)?	Scale of 1-5, with 1 being not sincere at all and 5 being extremely sincere.
Enthusiasm	How do you perceive these companies related to enthusiasm (by enthusiasm, it is understood: challenging, young, creative, unique, independent)?	Scale of 1-5, with 1 being not enthusiastic at all and 5 being extremely enthusiastic.
Competence	How do you perceive these companies related to competence (by competence, it is understood: coherence, reliability, success, intelligence, confidence)?	Scale of 1-5, with 1 being not competent at all and 5 being extremely competent.
Sophistication	How do you perceive these companies related to sophistication (by sophistication, it is understood: modern, charming, elegant)?	Scale of 1-5, with 1 being not sophisticated at all and 5 being extremely sophisticated.

Appendix C.3: Perceptual Data

Attributs Brands	Nike	Adidas	Puma	Asics
Sustainable Materials	2,52	2,72	2,26	2,61
Circular Economy	2,59	2,58	2,34	2,55
Slow Fashion	2,17	2,15	2,11	2,52
Decomposable	1,94	2,01	1,89	1,97
Working Conditions	2,25	2,38	2,27	2,53
Transparent	2,38	2,44	2,28	2,46
Ruggedness	3,5	3,32	2,81	2,94
Sincerity	3,14	3,08	2,75	3,13
Enthusiasm	4,02	3,61	3,02	2,92
Competence	3,96	3,87	3,07	3,34
Sophistication	3,79	3,58	2,75	2,97

Appendix C.4: Attributes Coordinates

	Component	
	1	2
CircularEconomy	.977	.144
Competence	.925	-.379
Sincerity	.909	.279
SustainableMaterials	.891	.386
Sophistication	.880	-.470
Ruggedness	.860	-.498
Transparent	.779	.626
Decomposable	.726	.207
WorkingConditions	.196	.979
SlowFashion	.128	.906
Enthusiasm	.699	-.705
Extraction Method: Principal Component Analysis. ^a		
a. 2 components extracted.		

Appendix C.5: Brand Coordinates

	Component	
	1	2
Nike	.678	-.926
Adidas	.777	-.047
Puma	-1.415	-.426
Asics	.011	1.399

Extraction Method: Principal Component Analysis.^a
a. 2 components extracted.

Appendix C.6: Cumulative Variance Scree Plot

