

Appendix Material

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Appendix A: Target Audience Segmentation

TARGET AUDIENCE SEGMENTATION

According to Fjällräven's website, the brand produces products for children, men and women who are physically active and in both a professional and relaxed manner. In order to further segment the target audience, demographic, behavioural and psychographic aspects must be examined.

Limited Market: People who value quality products and have some interest in sustainability.

Market Segments:

Segmentation Criteria	Categories	Reasoning
Age (demographic)	<ul style="list-style-type: none"> - 12-17 - 18-29 - 30-39 	Based on the customer's age, their needs will vary along with their decision to purchase
Occupation (demographic)	<ul style="list-style-type: none"> - Student - Part-time job - Full-time job 	It is important for Fjällräven to take in to account what the customer does in their everyday life to ensure the product will meet the customer's needs
Usage (Behavioural)	<ul style="list-style-type: none"> - Individuals that use quality outdoor clothing and equipment on a regular basis - Individuals that use quality outdoor clothing and equipment few times per year 	It is important to consider the frequency of use in order for Fjällräven to develop good quality products that will ensure a long life
Environmental consciousness (psychographic)	<ul style="list-style-type: none"> - Individuals that are extremely conscious in their environmental habits - Individuals that are interested in sustainability and are looking to make a change in their lives 	Customers are willing to pay more for sustainably made products

Within the demographic segmentation categories, students in the age group of 18-29 will be focused on as they have shared that they fear the future of the environment. (Raptopoulos, 2018) 93% of young adults care about the quality of their clothing. (Claveria, 2019) This segment uses sportswear and equipment few times per year. A large majority of young adults are interested in sustainability and looking to make a change in their lives.

As a result of the target audience segmentation, this study will focus on **students between the ages of 18-29 who are looking to improve their sustainable efforts and use sportswear and equipment few times per year.**

Appendix B: Interviews

Transcript: Interview 1

Name: Aleksandra Hillesland

Age: 23 years old

Nationality: Norwegian

Occupation: Student at KEA

Interviewer: Hi Aleksandra, how are you?

Aleksandra Hillesland: Great, thank you.

I: Good to hear! I just wanted to thank you for taking the time for this interview.

AH: No worries, glad I can help.

I: Perfect! Let's get started. First of all, are you familiar with the brand Fjällräven?

AH: I had to google it because the name itself didn't remind me of anything. When I saw the logo, I recognised it because the logo always appears on their backpacks.

I: What are you most familiar about the brand?

AH: Probably it's that they make hipstery/stylish looking backpacks.

I: Do you own any products from Fjällräven?

AH: No

I: When did you first hear about the brand?

AH: I probably first saw the backpack on someone from my class at the University. I thought it was probably a unique, small brand. But then I noticed everyone having this backpacks and realized it must be quite popular.

I: What do you like most about the backpacks?

AH: The variety of colours and that if you wear one you sort of belong to this group of young hipster people who seem like they don't care about style but, actually they do. It makes you seem like a creative hipster person.

I: What is the main priority for you when buying a backpack?

AH: Comfort and style. Something that is quite neutral in style is my preference so I can combine it with all other outfits, elegant or sporty or comfy. I care mostly about utility. For example, how often and in how many various occasions can I use the backpack, like for hiking, for going to school, to go to work.

I: What are you mostly using a backpack for?

AH: I use backpacks for weekend travels because it works as a personal bag at airports, going to work or school, going grocery shopping so I don't use plastic and as an

everyday bag because it can fit my water bottle, rain clothes in case it rains, my laptop etc.

I: Have you ever thought to buy anything from Fjällräven?

AH: Not really, but now im getting curious.

I: Are you interested in sustainability?

AH: Yes this trend of sustainability is super interesting to me but, I wouldn't say im the most sustainable I could be. I try to do some little things like using my own grocery bag when I shop but I find it hard to be sustainable sometimes.

I: Are you interested in buying certain products because they are made sustainably?

AH: Yes, if the price is not too high from the regular product, I will choose the more sustainable version because it makes me feel like I'm doing the right thing.

I: Is there something that scares you about sustainability?

AH: Not really that I am scared, more that I am a bit lost on where to start.

I: Would you be interested in learning more about easy ways you can implement more sustainable practices in your everyday life?

AH: Yeah it would be really nice. I am up for making the change I just need someone to help me because it seems like a really big lifestyle change.

I: Do you have many friends who are already sustainable or are most of them in a similar position to you in terms of sustainability?

AH: Most of my friends are also unsure where to start. Of course we know about not using plastic straws and bringing our own grocery bags to the store but sustainability seems like such a big topic.

I: Yes I would agree it is big! Well, I just wanted to thank you again for your time.

AH: Glad I could help.

Transcript: Interview 2

Name: Asbjørn Lindholm

Age: 25 years old

Nationality: Danish

Occupation: Student at DMJX

Interviewer: Hi Asbjørn, thanks for meeting me for an interview.

Asbjørn Lindholm: No problem!

I: Okay great, let's get started. Are you familiar with the brand Fjällräven?

AL: Yeah of course

I: What are you most familiar about the brand?

AL: I mostly know the bags but, I know they have some other stuff as well.

I: Do you own any products from Fjällräven?

AL: Yeah I have one backpack that I use everyday and another that is a bit smaller. I have had these backpack for almost my whole life.

I: Why do you need 2?

AL: They serve different purposes for me. The everyday one fits my laptop, other school stuff, a sweater. And my smaller one, I mostly use for day trips or meeting up with friends because it's nicer not to have such a huge bag all the time.

I: When did you first hear about it?

AL: When I was a kid my older sister got a backpack and that's probably when I first found out about it.

I: How old were you?

AL: Maybe around 12.

I: What do you like most about the backpacks?

AL: The quality is so good. They last for so long and I can always fit all my stuff in them. Also they are kinda waterproof if its not raining too much which is really nice. I really like that they come in so many colours. They also have so many pockets so its easy to have a place for everything which is nice.

I: Can you tell me something you don't like about the backpacks?

AL: I don't think so...I really like them. Oh, maybe if they were 100% waterproof that would be really great but, I don't really notice it being a big problem for me.

I: Have you ever thought to buy anything else from Fjällräven?

AL: I think I could imagine buying a winter jacket. They seem like they would be good if they are as good as the bags.

I: Is the sustainability factor of the brand important to you?

AL: It doesn't hurt. But, it isn't the main priority when buying a bag.

I: What is the main priority for you?

AL: The quality and how it looks.

I: What do you think about the price of the bags?

AL: I mean, I think they are on the more expensive side, but I don't mind paying it when it will last for a long time.

I: What are you mostly using the backpack for?

AL: I use it everyday. It's practical for school and work. I also use it when I go on vacation.

I: Vacation? Can you hold everything you need?

AL: Yeah, I travel pretty light. Its also nice to have on a trip because you can use it when you're out.

I: Would you say you are sustainable?

AL: I wouldn't say im totally there, but I try to be more everyday. My girlfriend is really into it so we've been making some smaller changes in our lives.

I: Is her interest in sustainability an inconvenience?

AL: No actually. It makes me wanna be more sustainable. I also feel like we're the generation that is gonna have to deal with the big issues of climate change when we get older so I definitely think its good to incorporate some sustainable things in your life now. Like to get into a habit of it before it's too late.

I: That a really good point. Thank you for sharing!

AL: No worries

Transcript: Interview 3

Name: Laura Lunddahl

Age: 27 years old

Nationality: Danish

Occupation: Student at ITU

Interviewer: Hey Laura. Are you ready to answer some questions?

LL: Yes let's do it!

I: Great. Ok, first question. Would you consider yourself a sustainable person?

LL: Yes I think I am very sustainable.

I: What kinds of sustainable things do you do?

LL: In the past year I have really worked to minimise my meat consumption and I have managed to help my boyfriend lower his as well which was a bit of a challenge! I try to keep more plant based products in my kitchen. I have switched out a lot of my everyday

products for sustainable versions like straws, cotton pads, tupperware and using a cloth net bag when im shopping for food.

I: Do you think it is challenging to be sustainable?

LL: I think some parts of it are. But for me some things are just normal to me. For example, I actually like the taste of oat milk more than regular milk so the fact that its sustainable is now just a benefit to me.

I: That's interesting. What about clothing? Would you say you only buy sustainably?

LL: I wish I could say yes but the truth is no. I do really try my best to save my money so I can buy nicer quality clothing instead of just shopping in H&M or Zara but sometimes I am guilty of shopping there. But the clothes I buy im H&M and Zara never last though and I end up throwing them away or donating them because they fall apart or they aren't really my style anymore.

I: So you would say you care more about the quality of clothes rather than the price?

LL: Well of course the price is a factor, but I care so much about the quality because I don't want to waste money buying the same thing over and over again. I would way rather save my money for a really good quality black t-shirt, than having to repurchase it in 2 months when it gets a hole or something.

I: That's a really good point. Now, are you familiar with the brand Fjällräven?

LL: Yeah I am! I used to use the backpacks all the time when I was a kid.

I: When you were a kid? Do you not use one now?

LL: Well, I have one which I am mostly using for longer outings like vacation because the one I have is really big. It's nice that its so big but, I feel like it's too big for just going to school. I was actually considering getting a smaller one for everyday use.

I: Nice! What makes you want to get a Fjällräven backpack instead of another brand?

LL: I know that they are a really sustainable brand and I wanna support that. Plus I have really liked them in the past.

I: Is there anything in particular that you like about them?

LL: I think I really like the sustainability factor honestly. But they also look nice, fit a lot of stuff and have a cool shape.

I: That great to hear that the sustainability is one of the most important factors. And thank you so much for helping me out.

LL: No problem. Now you really got me wanting to go and get a new bag!

Appendix C: SCAMPER Model

1. Substitute

- Material of the backpack
- Location of the pockets
- Orientation of the way the bag stands (messenger bag, cross body)
- Where the bag is for sale
- In a different section than other backpacks, in a place that will surprise customers
- Exchange zippers for buttons

2. Combine

- Collaborate with another brand
- Bring brand values together
- Connect with other similar products and sell as a set
- Combine everyday uses into new features (bluetooth speaker built in)

3. Adapt

- Adapt to new trends on the market (Colours, design features)
 - Removable pieces that can be customised
- Adjust shoulder straps to be more comfortable
- Adapt to the customers use by incorporating special pockets for the customers needs (built in pencil case, cutlery section when hiking on a day trip)

4. Modify/Magnify

- Magnify the backpack by adding an easy attachable rain cover
- Modify the backpack with a minimising feature similar to suitcases that can expand when more space is needed
- Modify the inner large pocket to have sections to allow for better organization

5. Put to other uses

- The backpack can be used for regular activities such as shopping rather than just outdoor activities and school

6. Eliminate

- Eliminate unnecessary features that distract (too many pockets)

7. Rearrange

- Location of sale could be moved
- Design on the bag could be rearranged (pockets in different location)

Appendix D: Logo Sketch

Based on the animal the backpack is designed from, the logo will include a combination of Fjällräven's well known fox, mixed with the sponsored animal. This sketch is an example of how the logo would look on the backpack that is sponsoring a panda.



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