Sustainable Fashion Consumer Behavior – a Qualitative Research on the Romanian Market

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Abstract
This qualitative research explored sustainable fashion behavior among consumers in the Romanian market. The importance of clothing sustainability lies in addressing environmental, social, and economic challenges associated with the fast fashion industry. Through in-depth interviews with 15 respondents interested in sustainable clothing, the research explored their awareness of recycling/reusing clothes, motivations behind sustainable behavior, perceived barriers, knowledge of recycling business models, and potential strategies to promote sustainability. The findings revealed that most respondents were familiar with the concept of recycling clothes and engaged in practices like donating unwanted garments. Environmental protection emerged as a primary motivation, though economic factors like minimizing waste and social influences also played a role. Key barriers included emotional attachment to clothing, lack of convenient recycling options, and societal stigma around wearing second-hand items. Social norms and peer influences were identified as significant determinants of sustainable behavior. Rewards like discounts, knowing the destination of donated clothes, and receiving recycled material products were seen as potential incentives to increase recycling frequency. However, respondents demonstrated limited knowledge of existing business models that recycle garments. The study highlighted the need for sustained education campaigns to raise awareness about the environmental impact of clothing waste and the importance of recycling. Fostering innovative business models that facilitate collaborative consumption and efficient recycling processes could also drive sustainable fashion practices. Greater availability and accessibility of sustainable clothing options at various price points were recommended to encourage wider adoption. Overall, the qualitative insights provide a comprehensive understanding of the factors influencing sustainable clothing behavior in Romania and offer strategies to overcome barriers and promote responsible consumption patterns in the fashion industry.

Introduction

Sustainability is an important issue that has attracted a lot of attention in the fashion business lately. The potential of sustainable clothing to address numerous environmental, social, and economic issues related to the fast fashion industry makes it significant (Henninger et al., 2016). Sustainable fashion aims to minimize the negative impacts of clothing production and consumption on the planet and its people. Some important factors when talking about sustainability are quality, followed by price and thirdly convenience (Nilssen et al., 2019). Along with these, other aspects important for the consumer, in terms of clothing sustainability, are the production place and also the desire for environmentally and socially compliant clothing (Kleinhückelkotten and Neitzke, 2019). In this article, we will look at the main arguments for the importance of clothing sustainability as well as its advantages. When it comes to choosing and utilizing clothing in an environmentally and socially conscious manner, consumers are

exhibiting sustainable clothing behavior (Daukantienė, 2023). This behavior is influenced by various factors that encompass individual beliefs, social norms, economic considerations, and access to sustainable options. Understanding these factors is crucial for promoting and fostering sustainable clothing behavior. In the following sections, we will delve into the key factors that impact sustainable clothing behavior and explore strategies to encourage and support sustainable choices in the fashion industry (Yavari, 2019).

Choices about sustainable fashion is greatly influenced by consumer education and awareness. When customers understand the detrimental impact of the fashion industry on the environment and society, they are more inclined to make sustainable choices. (Pereira *et al.*, 2021). Consumers can get an understanding of the value of ethical production practices, sustainable resources, and the overall lifecycle of clothing (Goworek *et al.*, 2012). As a result, they become more conscious of their purchasing decisions and engage in behaviors that support sustainable clothing practices.

The availability and accessibility of sustainable clothing options also greatly influence consumer behavior. When eco-friendly and ethically produced clothing is readily available and easily accessible, consumers are more inclined to choose these options. This highlights the importance of expanding the availability of sustainable fashion in retail stores, online platforms, and other purchasing channels (Alfauzy & Nita, 2021).

Affordability is a significant factor in sustainable clothing behavior. Consumers may be deterred from purchasing sustainable clothing if it comes with a hefty price tag. Therefore, addressing the affordability of sustainable options and offering a range of price points is crucial in encouraging more widespread adoption of sustainable fashion (Leary *et al.*, 2014).

Social and cultural factors, including peer influence, media representations, and cultural norms, have a profound impact on sustainable clothing behavior. By promoting positive social and cultural narratives around sustainable fashion, it is possible to shift consumer preferences and norms towards more sustainable choices. Moreover, peer recommendations and social influence can play a pivotal role in encouraging individuals to embrace sustainable clothing practices (Wiederhold & Martinez, 2018).

The understanding of sustainable clothing behavior is a pivotal aspect in contemporary consumer behavior research, particularly in the context of promoting environmentally responsible practices in the clothing industry. Post-purchase habits and practices play a significant role in shaping the longevity and sustainability of clothing consumption. A comprehensive review of existing literature indicates that sustainable clothing use practices encompass dimensions such as wear, care, and repair, highlighting the need to explore the interplay between consumer behaviors and domestic management within the clothing use phase (Gwozdz *et al.*, 2017). Moreover, empirical studies have identified key factors influencing different types of clothing consumption behaviors, emphasizing the significance of demographics, purchase priorities, disposal channels, repair experience, and clothing types in shaping sustainable clothing consumption patterns among consumers, as evidenced by research focused on Chinese consumers (Guo & Kim, 2023). In elucidating these factors, researchers can develop targeted interventions to foster sustainable clothing behavior changes and address the challenges posed by current consumption patterns in the industry.

To encourage sustainable clothing behavior and overcome the barriers and perceived risks, a number of strategies need to be implemented (Gifford *et al.*, 2011). The first and foremost strategy is to create educational campaigns that raise awareness about the importance of sustainable clothing practices. These campaigns should aim to provide accurate information about the environmental and social impacts of fast fashion to parents, young adults, and providers, to encourage sustainable clothing choices. By sustained efforts to educate people,

we can all contribute to promoting and adopting sustainable clothing behavior (Atik & Ozdamar Ertekin, 2023).

Innovative business models are essential to drive the recycling and reusing of clothing as part of sustainable fashion practices. As the fashion industry grapples with intense resource use and environmental impacts, collaborative consumption emerges as a promising alternative to conventional mass consumption (Wu, 2015). The urgency to address the environmental impact of the textile industry has spurred a shift towards circular production lines and recycling strategies to reduce waste and preserve resources (Yavari, 2019). Textile recycling, despite facing uncertainties in material quality and quantity, can be optimized through innovative business strategies. By integrating concepts of collaborative consumption with efficient textile recycling processes, such as utilizing discrete event simulation models, businesses can enhance the efficiency and sustainability of clothing reuse practices. Consequently, this integration not only contributes to reducing resource flows and environmental impacts but also fosters a more circular and responsible approach to fashion consumption.

On the Romanian market as far as clothes are concerned, about 80% go into donations, in the absence of an important network of specialized centers in this field (Economica.net, 2020). Such facilities do exist, however, not only in specially dedicated spaces but also in stores owned by major retailers such as H&M or Zara. Zara have this program available, but it is not-promoted enough, they have a collaboration with non-profit organizations in Romania such as the Red Cross and Caritas to which the donated clothes go (Zara, nd). Fashion Days also had a similar campaign in Romania, which ran for a period of 15 months, starting in November 2020, where they placed several containers to collect clothes in several large cities in the country, this campaign resulted in 142,811 kg of collected clothes, Bucharest being in first place with 99,285 kg. Containers were placed for 2-3 months in each city (Fashion Days, 2022). This kind of campaign would encourage to stop fashion waste. The main cause faced by those who want to recycle their used clothes is the lack of special containers for selective collection, indicated by 8 out of 10 respondents, as well as the fact that they lack information on where and how to collect, said World Vision Romania (World Vision Romania, 2020). Although actions in the realm of apparel sustainable behavior can be found in Romania, such preoccupations are still not as spread as they are in other countries. This study aims to explore the understanding of the concept of recycling clothes among Romanians, how they recycle, in case such a behavior exists, and the possible drivers behind such a behavior.

1. Research methodology

Qualitative research methods offer unique advantages and valuable insights that cannot be obtained through quantitative approaches. Qualitative research allows for in-depth exploration of complex phenomena and the ability to capture rich, detailed data. By using methods such as interviews, observations, and open-ended surveys, researchers can gain a deeper understanding of people's experiences, perspectives, and behaviors (Aspers & Corte, 2019).

This research endeavor favors qualitative methodologies due to their inherent adaptability. In contradistinction to quantitative approaches, which necessitate predetermined metrics and standardized instruments, qualitative methods offer the capacity for ongoing refinement and the exploration of emergent themes (Jovanovic, 2018). This flexibility is particularly advantageous when investigating nascent areas of inquiry or phenomena demanding a more comprehensive understanding (Mehrad & Tahriri, 2019). The case study aimed to conduct marketing research to analyze the sustainable consumer behavior of clothing on the Romanian market. The purpose of the investigation was to find out the level of

knowledge of the concept of recycling clothes, how the population recycles and the reason why people recycle.

Data was gathered through in-depth interviews using a structured interview guide. The sample was constructed using a sample size of 15 respondents, consisting of people that have shown an interest in sustainable clothing. The sample size is considered to be sufficient for a qualitative research approach (Ta *et al.*, 2022).

Respondents who fit the sought profile were invited to participate to in-depth interviews which were applied face to face through video conferencing software applications (de Villiers *et al.*, 2022) or online thru email, with guidance from the interviewers previous to the completion of the interview and also followed by a discussion at the end on the interview - at the moment qualitative research mainly uses the online method (Archibald *et al.*, 2019) due to the advantages that refer to the control and means of verification that it offers.

The interviews took place between January and February 2024, the responses were entered on the form to facilitate the real time transcript of the interview. The interview was addressed individually to each respondent. The advantage of this method is that we can analyze in detail the opinions of the interviewed people without them being influenced by external sources.

The interviewing of the subjects began with the identification of the researcher and the reasons for conducting the research. During data collection, interview participants are assured of confidentiality, and all information is anonymized to ensure accuracy in research results. Participants have the right to decline to answer any questions they find uncomfortable or irrelevant. There are no correct or incorrect answers. By participating, individuals consent to data collection and interpretation. Any personal data collected will be deleted after processing and will not be used or transmitted further. Informed consent was obtained from all participants before the interviews. Since this is marketing research based on self-reported behavior, informed consent is considered implicit in their participation.

2. Data Analysis

To the question: **"Can you tell us if you have heard of the concept of recycling/reusing clothes? If so how do you approach this concept in your life?"** most of the answers were affirmative such as **"I have heard of this concept, I mostly donate clothes that I no longer use and I refuse to throw them away"** or **"Yes, children's clothes have a well-established circuit, from the older ones in the gang to the growing ones, as the former no longer need them"**. These answers show that respondents are aware of this concept, and they apply it in their daily life. The answer **"I find it a very good idea to be able to wear clothes that other people don't want anymore. Personally, I have some second-hand clothes in my wardrobe"**, shows that there is a balance between new and used clothes, broadening horizons and trying different approaches. *"I've heard of the concept of recycling or reusing clothes, but I don't really use it"* There are also people who are aware of the concept of recycling/reusing clothes but do not apply it in their lives and this may be a common behavior as about 1/3 of responses were in this sphere. There are also people who have not heard of this concept or are not sure what to think about it, which means that those campaigns promoting sustainable behavior have not really reached everyone. Lately, this kind of campaign has not been promoted very intensively.

"What are the reasons that could lead/influence you to have a sustainable behavior with regard to clothes purchases? (economic/social nature/environmental protection etc.)". To this question we received various answers where more than half of the answers were related to environmental protection. *"One reason would be the environment, that is clear. Another would be waste, me being a person who tends to be more minimalist, I try not to waste*

good things, especially clothes. I don't own thousands of items, I don't feel the need to, and if I don't wear certain clothes, I feel I should give them away and they are not thrown away. If to buy new clothes, I prefer to get them from the shop directly, although I don't refuse if I get strictly from close people" in this answer we can see the approach of the economic perspective stems from the desire not to have an extremely large number of clothes that may not be worn very often. Also donating clothes saves space and helps the environment. We also received responses like this: *"The determination to adopt the practice of recycling clothes would be purely financial, the planet will be fine whether we all adopt this trend or not".*

The Environmental Protection Agency issued a report that stated over 17 million tons of textile waste (Murphy, 2022), or 5.8% of the total MSW generated in 2018, were disposed of in landfills (Roadrunner, 2021).

From the previous answer it appears that the planet is affected by our indifference regarding the recycling of clothes. Worldwide, the textile industry is of the most polluting. Statements like this show us the importance of pollution awareness campaigns in the world's biggest industries and our footprint on this planet. Also, I consider it extremely necessary to implement these consumer awareness and education campaigns (through statements like, for this t-shirt, 2000 l of water were used in the factory).

Respondents also gave answers like*: "Protecting the environment, stopping consumerism"* a short definition on What Is Consumerism? Consumerism is the concept that growing the intake of products and offerings bought withinside the marketplace is constantly a perfect goal, and that a person`s well-being and happiness rely essentially on acquiring customer items and material possessions (Figueres, 2017). This answer is the only one that relates to consumerism that shows how much we buy and don't use those products. Another relevant answer that addresses sustainability in a good way is *"Sustainability in general, avoidance of waste, more conscious existence"* which brings us back to the topic of protecting the environment. The rest of the respondents are also in environmental protection, we can say that most of them are more concerned about environmental protection and also the economic part.

The next question asks, ***"How important do you think social norms/knowledge/friends are in determining sustainable clothing behavior?"*** Where the answers were divided into 2 categories *"From my perspective, society has no impact on my sustainable behavior. If I like an item of clothing I buy it, whether it is branded or not, new or second hand",* here we can see that the respondent is not influenced by society in terms of his sustainable behavior, of course the opinions are their own and personal, at the opposite pole there is another type of response such as*: "Very important, because the people we surround ourselves with always define us as people, even if we feel that this may not be the case".* Here it can be seen that the respondent states that we are very much influenced in our behavior by those around us. Society plays a very important role in our behavior, because if the recycling of clothes was promoted more, there would definitely be more recycling, especially if this has a bonus. More than half of the respondents said that the circle of friends is important in influencing sustainable clothing behavior.

"Have you seen campaigns that involve recycling clothes? Have they made you "clean out your wardrobe". If these were donated to charity, would you reconsider the volume of the donated items?" I received a variety of responses to this question such as "I have seen campaigns, but the voucher for a 10% discount was not that attractive for me to recycle my clothes. *If they were donated to charity, I would really increase the volume of clothes",* the respondent have seen campaigns involving recycling clothes but due to the low value of the voucher was not attracted to give away old clothes, ¼ of the respondents were in this situation. Informing people about the destination of the donated items would reconsider and increase the

volume of donated clothes. *"Yes, I have seen campaigns and I have also participated in them, cleaning my wardrobe of clothes that I no longer wear, one of them being the one from Fashion Days"* there is a frequency in the answers mentioning the campaign of Fashion Days that carried out a clothing recycling campaign in the period November 2020- February 2022 in about 26 cities in Romania where about 142,811 kg of donated items were collected, and clothes were used for humanitarian purposes. There were also answers like: *"I haven't seen this kind of campaign before."* Which is quite possible because recycling campaigns take place in big cities and their promotion can easily be overlooked. There were also respondents to the questionnaire who would not reconsider the volume of clothes donated even if they were for charity, was constant regardless of the circumstances. Another answer *"I would definitely reconsider generously the volume of clothing items. I support and congratulate the involvement in recycling campaigns."* Affirmations and actions like these, help to combat clothing waste globally.

"Are there any barriers you perceive in being sustainable about purchasing clothing products or giving up clothes you no longer wear? If so, what would they be?" For this question the opinions are quite divided especially regarding the barriers perceived by the respondents. We will start the analysis with the following answer: *"I do not encounter any barriers in giving up and/or donating clothes I no longer use; however, I cannot say at the moment about wearing secondhand clothes"*. Here we can see that there is no barrier in donating clothes, but wearing already used clothes enters a different discussion as ¼ of the respondents are reluctant to wear 2nd hand clothes for both social and hygienic reasons. Another response with a psychological impact is: *"Of course there is. Most likely people can't part with clothes they don't wear for both personal and social reasons. From the society point of view, wearing secondhand clothes it's not a well seen thing, because it means that „you can't afford what is new and expensive. Regarding the personal reasons, I even met someone who wore his older brothers' clothes all his life until he became an adult and now, he uses 2 large wardrobes for one person, clearly out of a need to have everything he didn't have. This is a real example."* Here we see a barrier through the attachment to clothes, which refers to the emotions with which those clothing items are associated. What we experienced as children can also influence our adult lives, influencing sustainable or unsustainable behavior.

When we talk about how other people see us, we can link their opinions to social circles, because it is not good to judge a person by the clothes they wear, because that is not the only thing we have to do as human beings. I'll give another example of an answer where the emotional barrier comes into play *" Emotional barriers first. for example- I don't throw away that skirt that doesn't fit me anymore because I want to lose weight and it's my favorite color; - I don't throw away that jacket because it was a gift from my husband when we were young"* Keeping clothes that no longer fit us in the hope that we will lose the extra kilos is often a postponement of an inevitable moment and that is that the clothes can deteriorate over time and then they can't be donated either. There are also respondents who say: *"There is no impediment, I support this behavior"* and there are also people who easily give up clothes they no longer wear and for them there is no barrier to sustainable behavior. There are also answers: *"There are some barriers due to the fact that there are no permanent recycling campaigns"* This one is reported by 1/3 of respondents and this is largely true, not necessarily that there are no campaigns but because is too little promotion, and these campaigns are only carried out in physical stores. For shoppers who have moved exclusively online in purchasing clothing, there is no method of recycling old clothes. The fact that there are no constant promotions for recycling clothes affects in a negative way people's desire for sustainable behavior.

"Do you know any business models that recycle/reuse garments? If so, can you give examples?" This question challenged respondents as they failed to recognize business models

that recycle, only ¼ were able to identify. One answer is: *"Recently Zara has implemented recycling boxes offering a 10% discount"* as we have previously seen above, respondents also failed to identify these business models as they are very rarely promoted, especially by large Fast-Fashion retailers as they want to market products from current collections. In Romania, recycling/reuse campaigns are hardly promoted at all, as there are already so few of them. The rest of the respondents said they were not aware of this business model.

To the question:"**when you buy new clothes, do you look at the labels to see the materials they are made of? What do you think about clothes made from recycled materials?"** Here we have many answers stating that the label is an important factor in the buying decision: *"I really pay attention to the materials they are made of, even the recycled ones are quite good quality"* or *"Personally yes. I try to aim for as high a percentage of good materials as possible like wool, linen, cotton etc."*

It can be seen that respondents tend towards materials made of natural fibers, which are more durable over time, while those made of artificial materials harm us on several levels, Textiles made of plastics can launch microfibers for the duration of their lifecycle, including immensely to the more and more traumatic global microplastics pollutants levels (Gaylarde, Baptista-Neto & da Fonseca 2021) including when we wash clothes will release quantities of microplastics into the environment.

Among the answers received, there are also respondents who do not pay attention to the label when making a purchasing decision.

"No, I don't necessarily care about the material of the clothes. I wear clothes made from recycled materials and I have no problem with this." This happens quite often because nowadays some clothing items made of synthetic fibers can imitate natural fibers very well and can mislead the buyer because of this similarity.

"Yes, I always look for as little plastic as possible. Recycled materials are a plus for me, because I feel I am part of the sustainability movement, more concretely, supporting such business models". Recently, clothing items made from recycled materials prominently display this information on their labels, potentially influencing purchasing decisions. Buyers of these products feel they are acting more sustainably, while skeptics question the quality of such items.

"If you were rewarded in some form for donating clothes, would you be motivated to do so more often? Would you also inform friends about the reward for donating? What types of rewards would incentivize you?" We received a variety of responses from respondents, *"Probably yes, I would be more motivated and at the same time I would inform other friends. Probably discounts, offers, instant prizes would help"* in this answer it is observed that the respondent would have more motivation to donate items and would also inform acquaintances about this fact. *"I would be extra motivated, and I would always find an item to donate, and I would certainly encourage my acquaintances to do the same. It would even motivate me a t-shirt made of recycled material"* Here the idea of an item made of recycled material is a very good one because it encourages even a more sustainable behavior when you are rewarded with a product made of sustainable materials. Another response "I do it without being motivated. I think that keeping clothes that we no longer wear is not beneficial especially as they can be worn by people who really don't have the financial means to buy them at full price, plus they take up unnecessary space." *Personally, I don't consider that a reward would stimulate me, I would do it only for state of it"*. Here the respondent state that he would donate even if he was not remunerated, but only ¼ of the respondents gave such an answer also the reward can be an emotional one, the fact that you do a good deed for some people is enough, this fact encourage donation whether these persons are remunerated or not. This type of action is useful for people who do not donate clothes, it is more convenient for them to throw them

away, but for some remuneration they can be attracted to recycle. Even if this does not happen on a regular basis it is a start for a cleaner environment for us and for future generations. *"I don't think it would change whether I donate or not. Maybe it would change the place where I donate, like somewhere where I get a reward versus somewhere where I don't. The reward can also be emotional, not necessarily monetary."* With this response we can see a change in the place of recycling, if these they will shortly gain more customers. Another answer also on rewards: "I would really donate more and more often. I would also inform friends about donating and rewarding. Rewards that would attract me would be detergent, considerable vouchers, etc." for this response we can see that the volume would be reconsidered by the customer and organic promotion to acquaintances would also be done, which could increase the volume of donated clothes.

"Are you think that old clothes deserve a second chance? Do you have clothes purchased from second hand shops/sales sites/sales groups for used clothes? What determined you to do so?" Here the answers were divided into several categories because it is a slightly sensitive topic in Romanian society *" yes, I think that clothes deserve a second chance. I buy clothes from SH"*. Here the respondent is very open to secondhand clothes, prices that are advantageous attract me to buy them. To this question we can say that the answer given in the first part of the question is "Yes", the clothes deserve another chance, the purchase was made both from physical stores and from platforms such as Facebook groups and apps like Vinted. These platforms also have the option of selling and this is just as common as buying, as people see an opportunity to clear out their wardrobe and value clothes they no longer wear. *"I didn't purchase and I don't intend to. In our society, people categorize shoppers who purchase items from shops that sell second hand clothes as they feel they can't afford new clothes"* (Hur 2020) and this can reduce sustainable behavior. The pieces and these shops are often in very good condition and of high quality, it really is a bargain to buy clothes made of natural materials such as cashmere at very good prices. When buying from secondhand shops we bring a small contribution to sustainability and a decrease in demand for new clothing products.

And we come to the last **question "What would make you recycle more clothes? Can you give examples?"** Here the answers can easily be repeated with the previous questions: *" Higher vouchers, know who gets clothes donated"* Here we come back to reward methods where higher discounts would lead to more clothes being recycled. Here also a new concept comes up said by a respondent " More events where to sell them." Concepts of events to sell clothes, such as fairs organized for such think. " I can't think of a specific reason if I already do it. I think we should not throw away as much as possible. " Similar answers were given by respondents who already recycle clothes.

"Nothing, we already do that at an optimal level. We only buy what is strictly necessary, we buy good quality clothes, not designer clothes, we don't change them because 'we are bored'".

3. Results and Conclusions

As a conclusion, people are aware of recycling concepts but in Romania there are no permanent campaigns to support sustainability. People are not informed about how harmful it is for the environment to throw clothes. One possible solution is to also promote clothing donation campaigns and to attract more people who don't recycle already, vouchers, prizes and places where clothes go can be offered. It can also show how the clothes are produced and how many resources are used for them and show how the fibers from the donated clothes are recycled and reused and all the work behind the process. Romania needs more recycling, on all levels, also consumer education. Most respondents are aware of the concept of recycling and

reusing clothes, actively integrating practices like donating clothes, passing children's clothes among peers, and balancing new and second-hand clothing into their daily lives. This reflects significant awareness and a positive attitude toward sustainable clothing practices. Environmental protection is the primary motivator, with economic reasons and personal values like minimalism also playing crucial roles. However, a segment of respondents is driven mainly by financial considerations rather than environmental concerns. In the Romanian market there are not many studies done on sustainable behavior in the textile industry. The research reveals mixed attitudes towards second-hand clothes, with some appreciating their affordability and sustainability, while others are deterred by societal stigma and hygiene concerns. Overall, there is substantial awareness and a positive attitude towards recycling and reusing clothes, driven primarily by environmental and economic factors.

As for managerial implications, this type of research on recycling and reusing clothes provides managers with valuable insights into consumer awareness, motivations, and barriers, enabling them to design more effective sustainability campaigns, develop targeted marketing strategies, enhance product offerings, and strengthen brand loyalty by aligning with consumer preferences for environmentally friendly practices.

The research, although it provides valuable information on the sustainable behavior of consumers in the Romanian clothing market, is subject to several limitations. The small sample size of 15 respondents, selected based on their interest in sustainable clothing consumption, may limit the generalizability of the results. The method of data collection can also generate subjectivity problems, limiting the generation of real information, due to the subjects' need to generate an image of social desirability. Also, the short response time of data collection only provides a snapshot of consumer behavior that may not capture long-term trends. As recommendations for future research directions, the need to validate the results through quantitative research that provides statistical robustness to the findings generated by the qualitative study must be considered. Addressing these limitations in future research could improve the comprehensiveness and applicability of the information obtained.

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