

Exploring the relative depth of lock-in elements in clothing consumption: an analysis coupling MLP and Practice Theory

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Plan

- Intro
- Framework
 - MLP
 - SPT
 - Mixed
- Case study
 - Methodology
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- Proposition
- Conclusion

Introduction

- Put in motion a transition towards more sustainability
- Product-Service Systems (PSS)
 - New economic models
 - referring here to the sale of the use of a good rather than the possession of the good itself
- Although promising, this model has trouble recruiting and retaining a large enough number of consumers to be viable (Roman et al., 2020)
- Clothing sector : consumption in-between (everyday consumption versus occasional/particular consumption)
 - Despite the presence of a collective consciousness of the need to adopt more sustainable consumer practices, the appeal of personal ownership has not decreased (Joshi and Rahman, 2017; Young et al., 2010).
 - Current practices in this domain seem somewhat *locked-in*₃

Multi-level Perspective (MLP)

Sources : Geels (2011), Rip and Kemp,
(1998), Maréchal (2012)

- Transition
 - Develops within a socio-technical system
 - Locking phenomenon on the production mode
- Niche = place of radical innovations
- Socio-technical landscap = technical and material backdrop that sustains society
 - Demographic trends
 - Political ideologies
 - Societal values
 - Macroeconomic patterns
- Socio-technical Régime = place of established practices and associated rules stabilizing the existing system

Multi-level Perspective (MLP)

Applied to the clothing sector

Context :

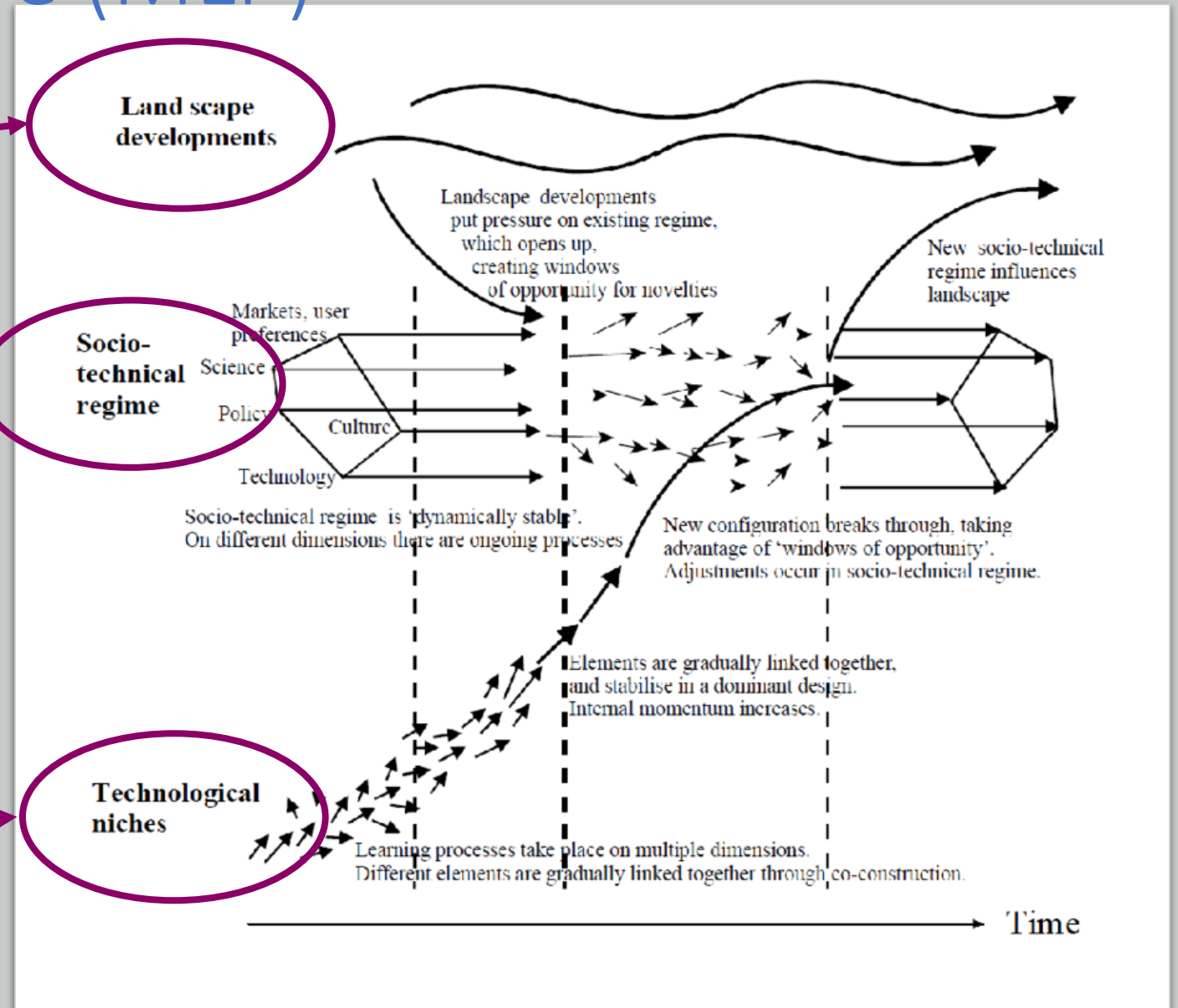
- Internationalization of the textile industry
- Concurrence's war and prices decrease
- Mondialisation o la logistique
-

Entreprises of the socio-technical Regime :

- Fast-fashion
- Overproduction of clothes

Radical innovations :

- Clothing Libraries (PSS offer)



Multi-level Perspective (MLP)

- Focus: mainly on the most visible actors of innovation systems such as producers (Stirling, 2011)
- The point of view of the consumer is missing
- does not study the locks behind established practices (socio-technical Regime)

What is the origin of clothing (over)consumption practices, their constitution as a social norm and the levels of lock-in of these practices

Social Practice Theory (SPT)

- SPT is concerned with the practices implemented by individuals, the bearers of the practices. (Shove et al., 2015)
- Practices are « *embodied, materially mediated arrays of human activity centrally organized around shared practical understanding*» Schatzki (2001)
- Practices as entities are defined as "*forms of material activity, forms of mental activity, things and their uses, basic knowledge in the form of understandings, know-how, states of emotions and knowledge motivational*" (Shove et al., 2015; Reckwitz, 2002).

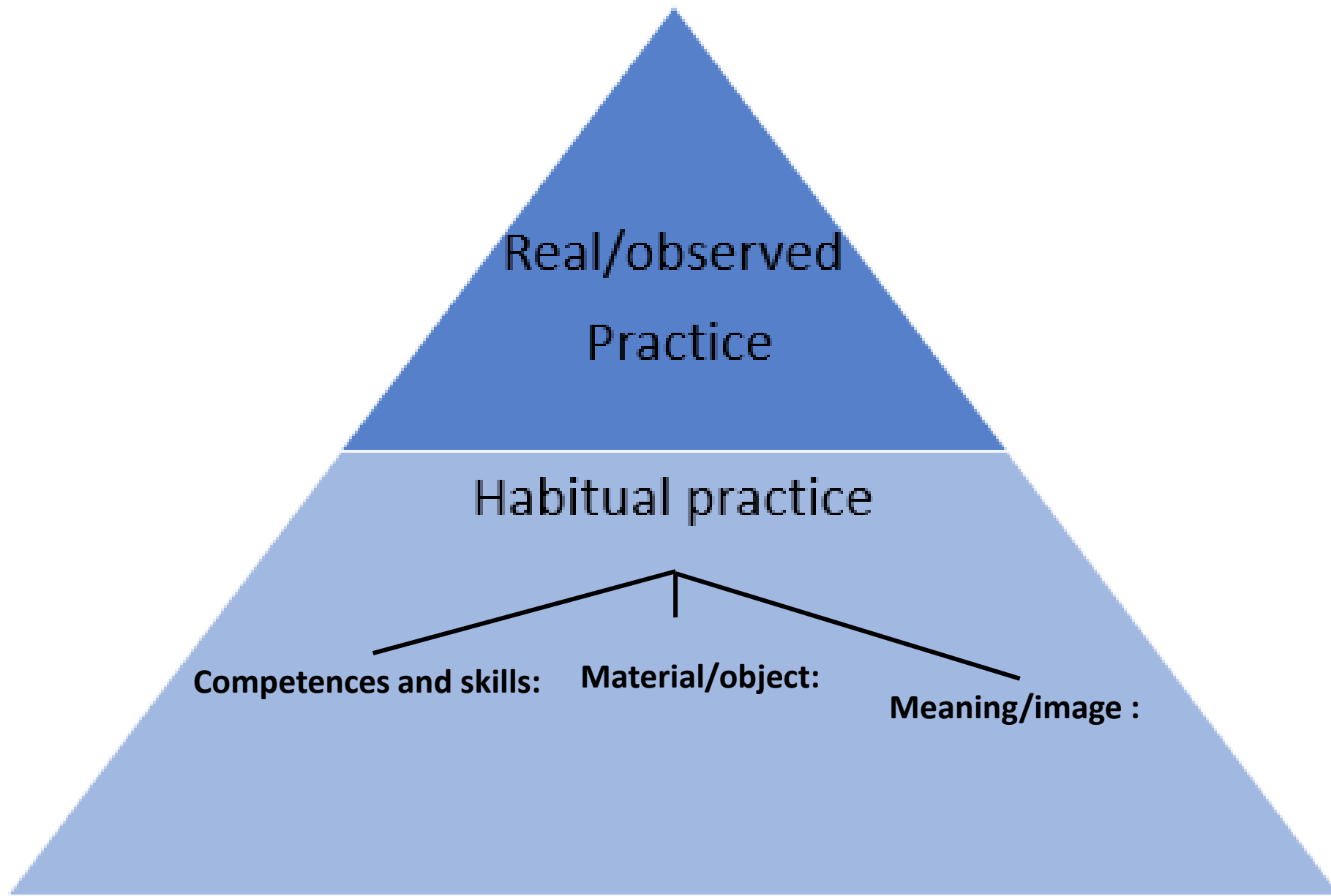


Schéma inspired by :
Spurling et al. (2013)

Social Practice Theory (SPT)

Applied to the closing sector

- Skills and knowledge/ forms of competence
 - *“knowledge about the size that fits oneself, the instructions for taking care of the garment, and the appropriate dress codes in specific social settings”* Camacho-Otero et al. (2020)
 - *“social consumption recognition, social consumption performance and social consumption communication”* Nairn and Spotswood (2015)
- Material/object
 - *“The physical entities that are used when performing a practice such as clothes in dressing”* Camacho-Otero et al. (2020)
 - *“Consumption goods or materials”* Nairn and Spotswood (2015)
- Meaning/image
 - *“the social and symbolic significance” people give the practice. In dressing, specific types of garments could be associated with power positions or social occasions.”* Camacho-Otero et al. (2020)
 - *“Reinforcing an emotional bond, compensating for a broken emotional bond and associations between consumption and social position in the peer hierarchy.”* Nairn and Spotswood (2015)

Social Practice Theory (SPT)

- What are the other locks other than routinized practice
- How to explain the overconsumption of clothes ?
- How to explain the disconnection, for consumers, between the purchase of a garment (I like it, I want it) and its use (70% of the French wardrobe isn't wear) ?
- How to dynamize the SPT - where are the innovations and the changes in this approach ?
- Why is the PSS offer unattractive for the consumers ? While it might allow the same ingredients of the practice as the fast fashion

Mixed MLP- SPT

- Two distinct levels of locks:
 - The ingredients on which it is possible to have taken as an individual, organization or carriers of practice
 - The systemic ingredients on which this is not possible (at least in the short term)
 - Like in the MLP : difference between the level of the regime and that of the landscape.

Methodology

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Results



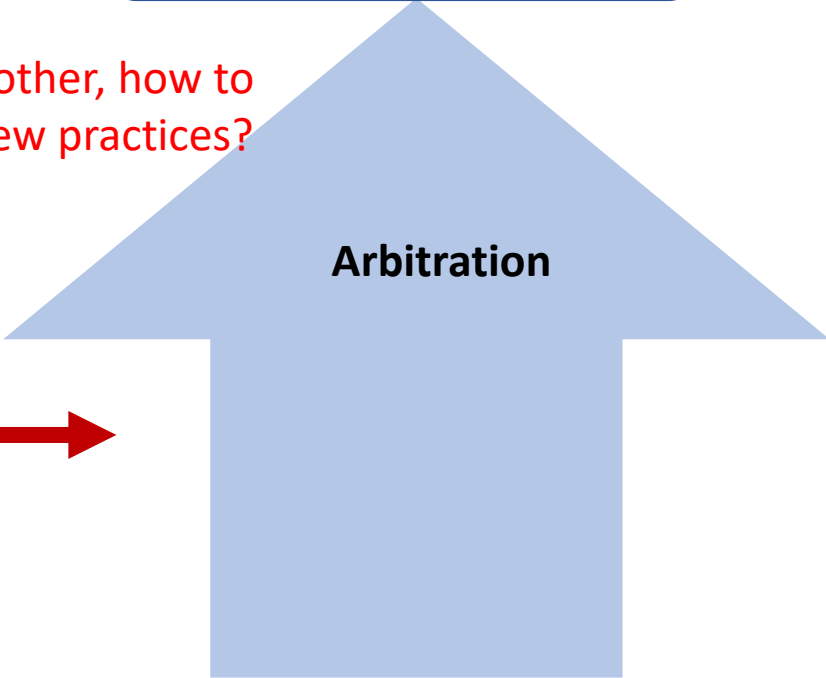
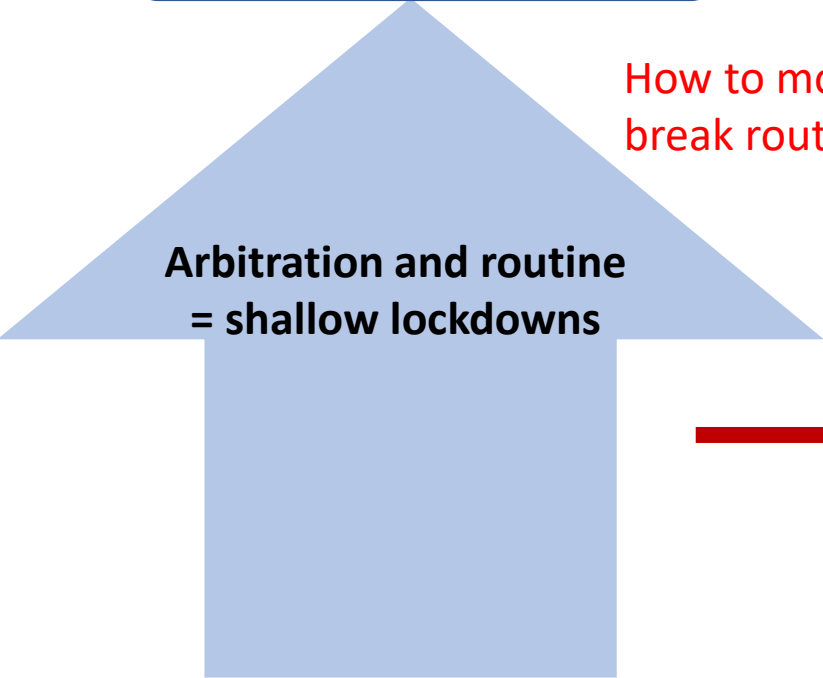
Proposition



**Habitual practice -
routinized**

New practice

How to move from one to the other, how to
break routines and generate new practices?



Deep locks - socio-cultural constructs: for clothing: dress codes and principles such as not wearing the same dress at two different weddings

**Habitual practice -
routinized**

New practice

Practice change 1

**Arbitration and routine
= shallow lockdowns**

**Exogenous
Change of arbitration**

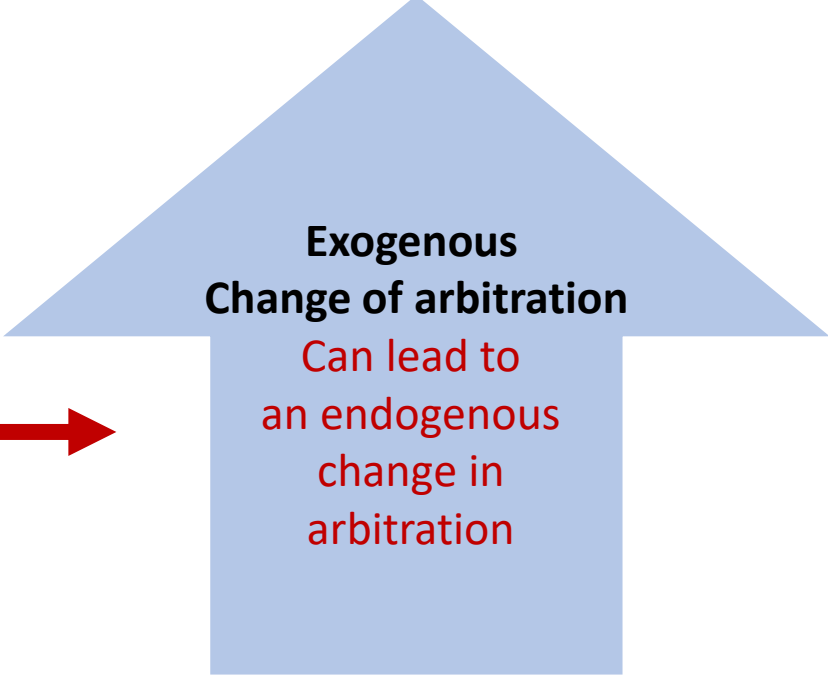
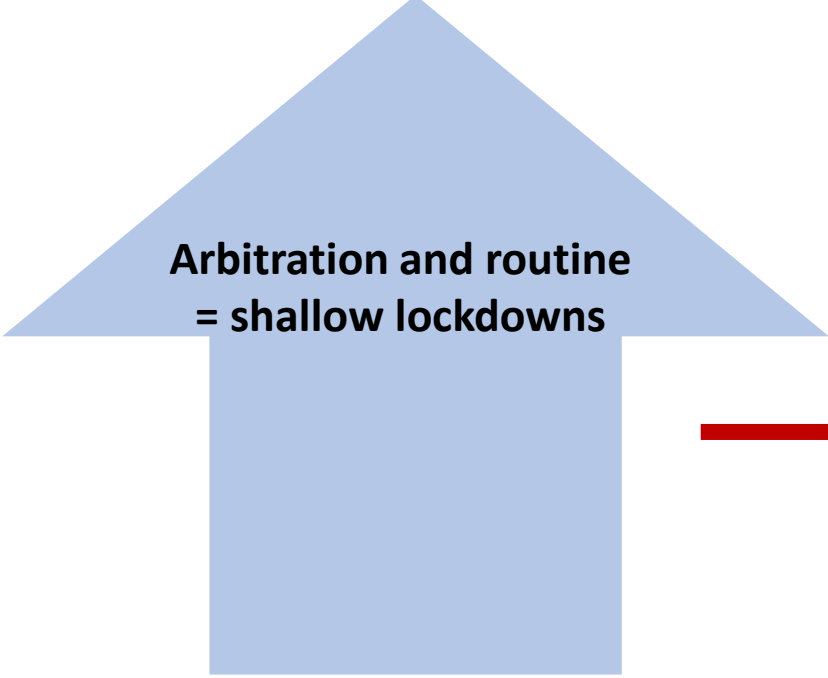


Deep locks - socio-cultural constructs: for clothing: dress codes and principles such as not wearing the same dress at two different weddings

**Habitual practice -
routinized**

**New practice : not
necessarily more
sustainable**

Practice change 1

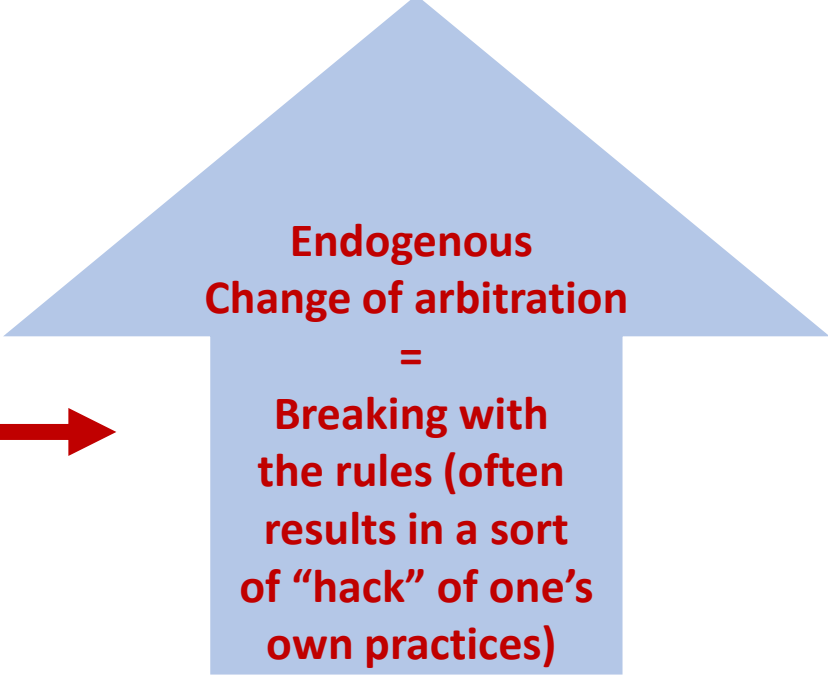
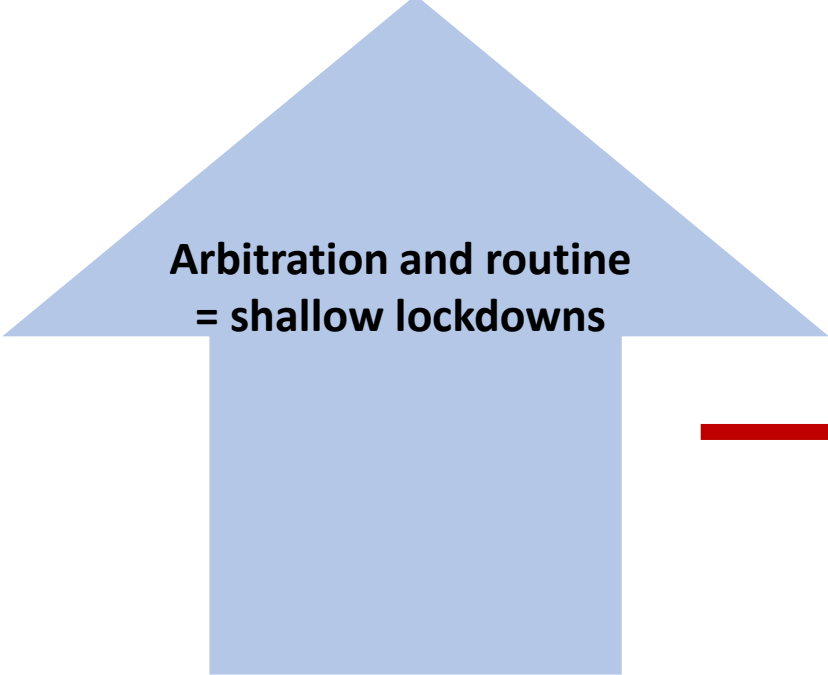


Deep locks - socio-cultural constructs: for clothing: dress codes and principles such as not wearing the same dress at two different weddings

**Habitual practice -
routinized**

**New practice : not
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Practice change 2

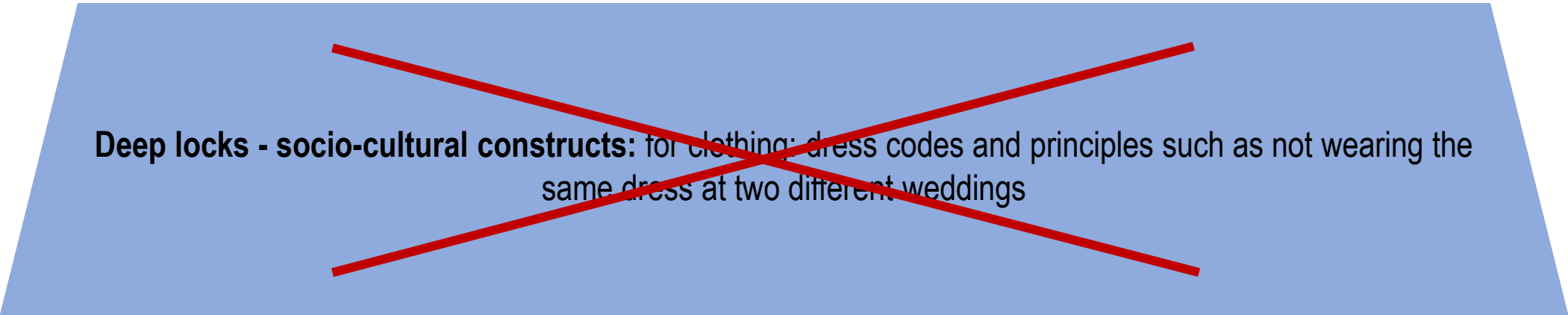
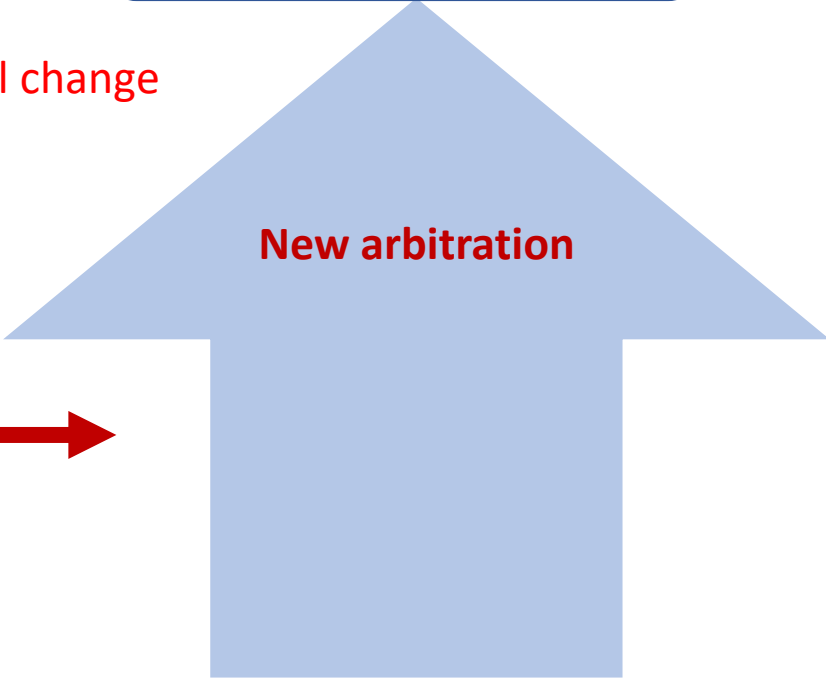
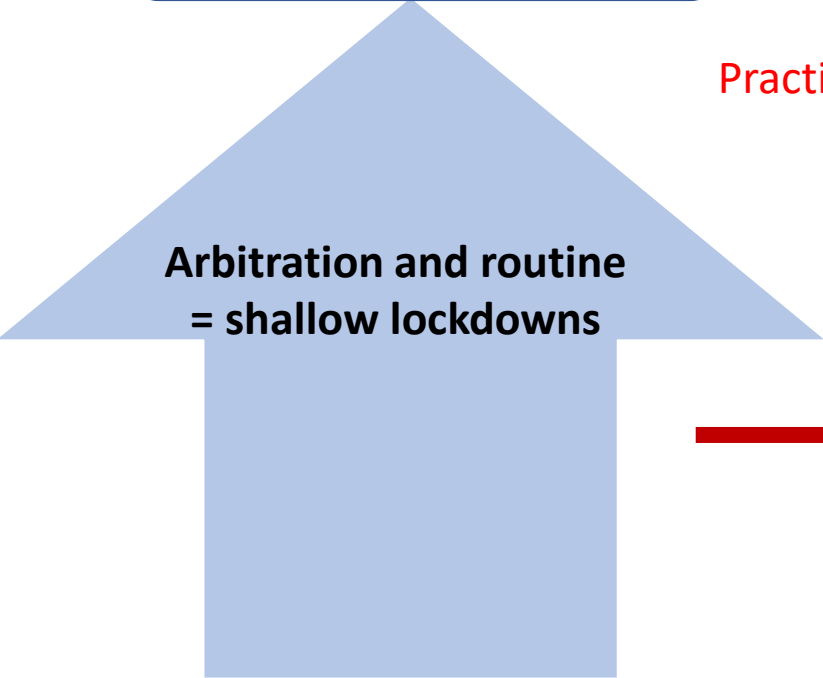


Deep locks - socio-cultural constructs: for clothing: dress codes and principles such as not wearing the same dress at two different weddings

**Habitual practice -
routinized**

**New practice : not
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Practice change 3: societal change



Conclusion





Thanks

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