

2017

Wearing your Ethics: Investigating Consumer Purchase Intention of Ethically Produced Fashion Products

Hannah E. Weiner
University of South Carolina

Follow this and additional works at: <https://scholarcommons.sc.edu/etd>



Part of the [Hospitality Administration and Management Commons](#)

Recommended Citation

Weiner, H. E. (2017). *Wearing your Ethics: Investigating Consumer Purchase Intention of Ethically Produced Fashion Products*. (Master's thesis). Retrieved from <https://scholarcommons.sc.edu/etd/4351>

This Open Access Thesis is brought to you by Scholar Commons. It has been accepted for inclusion in Theses and Dissertations by an authorized administrator of Scholar Commons. For more information, please contact digres@mailbox.sc.edu.

WEARING YOUR ETHICS: INVESTIGATING CONSUMER PURCHASE INTENTION
OF ETHICALLY PRODUCED FASHION PRODUCTS

by

Hannah E. Weiner

Bachelor of Science
University of South Carolina, 2013

Submitted in Partial Fulfillment of the Requirements

For the Degree of Master of Retailing in

Retailing

College of Hospitality, Retail, and Sport Management

University of South Carolina

2017

Accepted by:

Jiyeon Kim, Director of Thesis

Joohyung Park, Reader

Scott Smith, Reader

Cheryl L. Addy, Vice Provost and Dean of the Graduate School

© Copyright by Hannah E. Weiner, 2017
All Rights Reserved.

DEDICATION

I dedicate this thesis to Huxley.

ACKNOWLEDGEMENTS

Thank you to Sandy, Boss, Adam, and Dr. Kim for giving me graduation presents early, which helped ensure that I would finish this thesis. I am very lucky to have you on my side.

ABSTRACT

The aim of this paper is to contribute to the body of knowledge that exists in the area of ethical production by examining factors that influence purchase intention of ethically produced fashion products. The findings of this study provide a further understanding of ethical production by providing answers to the objectives. These results will also provide insight to firms wanting to effectively convey pro-environmental efforts to consumers. The findings may also assist marketers in understanding the consumers' attitudes toward ethical manufacturing practices and their motivations for wearing their ethics and purchasing ethically produced fashion products.

The theoretical framework of this study stems from three psychology theories that conceptualize the factors that may influence purchase intention of ethically produced fashion products. Theory of Reasoned Action was used to understand consumer attitude formation and purchase intention of ethically produced fashion products. Two unique variables were studied (environmental awareness, environmental concern) with consumer attitude toward purchase intention of ethically produced products. The influence of subjective norms on purchase intention was also examined. Self-congruity Theory and Self-completion Theory were used to understand the relationship between ethical self-identity and self-expressive benefit of wearing ethically produced fashion products, and to investigate the impact of self-expressive benefit of wearing ethically produced fashion products on purchase intention of ethically produced fashion products.

TABLE OF CONTENTS

DEDICATION	iii
ACKNOWLEDGEMENTS.....	iv
ABSTRACT	v
LIST OF TABLES	viii
LIST OF FIGURES	ix
CHAPTER 1 OVERVIEW	1
1.1 INTRODUCTION	1
1.2 JUSTIFICATION.....	5
1.3 OBJECTIVES	8
CHAPTER 2 LITERATURE REVIEW	10
2.1 CONSUMER ETHICS AND ETHICAL CONSUMPTION	10
2.2 GREEN CONSUMERISM	13
2.3 FASHION MANUFACTURING INDUSTRY CONDITIONS.....	14
2.4 CORPORATE SOCIAL RESPONSIBILITY	19
2.5 ROLE OF THE MEDIA.....	21
2.6 ETHICALLY PRODUCED FASHION PRODUCTS.....	23
CHAPTER 3 THEORETICAL FRAMEWORK AND HYPOTHESES DEVELOPMENT	35
3.1 THEORY OF REASONED ACTION	35
3.2 THE SELF-COMPLETION THEORY	37
3.3 THE SELF-CONGRUITY THEORY	40

3.4 HYPOTHESES DEVELOPMENT.....	41
CHAPTER 4 METHODS	57
4.1 DATA COLLECTION.....	57
4.2 SURVEY DEVELOPMENT	58
CHAPTER 5 ANALYSIS AND RESULTS	65
5.1 QUANTITATIVE DATA ANALYSIS.....	65
CHAPTER 6 DISCUSSION AND IMPLICATIONS.....	71
CHAPTER 7 LIMITATIONS	77
REFERENCES	79
APPENDIX A: INVITATION LETTER.....	94
APPENDIX B: ONLINE SURVEY QUESTIONS.....	95
APPENDIX C: DEMOGRAPHIC TABLES AND GRAPHS	102
APPENDIX C.1 GENDER	102
APPENDIX C.2 AGE	103
APPENDIX C.3 MARITAL STATUS	104
APPENDIX C.4 ETHNIC GROUP	105
APPENDIX C. 5 EMPLOYMENT STATUS	106
APPENDIX C. 6 EDUCATION LEVEL	107
APPENDIX C.7 TOTAL INDIVIDUAL INCOME	108
APPENDIX C.8 TOTAL HOUSEHOLD INCOME	109

LIST OF TABLES

TABLE 2.1 35 ETHICAL FASHION BRANDS	25
TABLE 4.1 DEFINITION OF FACTORS	58
TABLE 4.2 CONSTRUCTS AND MEASUREMENTS	62
TABLE 5.1 RELIABILITY STATISTICS	66
TABLE 5.2 CORRELATIONS AMONG VARIABLES	68
TABLE 5.3 HYPOTHESES AND STANDARD COEFFICIENTS	68

LIST OF FIGURES

FIGURE 3.1 RESEARCH MODEL	42
---------------------------------	----

CHAPTER 1

OVERVIEW

1.1 Introduction

Subpar working conditions in overseas clothing factories have been getting substantial media coverage in recent years. However, the poor working conditions in some U.S. factories and unethical manufacturing practices by them have not been under their spotlight. Contrary to popular belief, the “Made in the America” label does not necessarily mean the garment was created ethically. Research shows that U.S. sweatshops have been gradually increasing for the past several decades (De Jesus, 2012). This could be partially due to industry demands for new styles offered much quicker than the normal standard of eight weeks. Today’s fast fashion product turnover is as often as weekly, pushing vendors to meet extremely quick production schedule.

Sustainability in the fashion industry requires retailers to implement ethical practices throughout the supply chain, such as not using harmful chemicals to create textiles and paying workers fair wages. However, it is not an easy task to implement sustainable practices in the fashion industry (Strähle, Will, & Freise, 2015), and some retailers may benefit from consumers that are less aware of environmental and social issues by continuing unethical production practices. The standard lead-time for fashion products has been greatly shortened due to industry demands, and some areas of the industry are not able to adopt the sustainable production techniques needed to keep up with such demand while maintaining profit margins (McNeill & Moore, 2015).

Unfortunately, as a result, the unethical labor practices have been evidenced in the industry (Clark, 2008). Poor working conditions in manufacturing factories receive criticism, especially after tragedies such as the Rana Plaza collapse in Bangladesh (Kozlowski, Searcy, & Bardecki, 2015). Apart from social concerns involving human labor, the fashion industry also receives negative feedback from the environmental effects, such as the use of hazardous chemicals, large water consumption, and major waste volumes from the fast fashion system (Allwood, University of Cambridge, & Institute for Manufacturing, 2006). All of these take part in unethical production of goods creating concerns for consumers around the world. With the increasing green consumerism and importance of keeping the ethical production more retailers that are taking part of this movement.

Ethical production and consumer behavior

The term, ethical production includes sustainability, eco-friendliness, fair trade, greenness, and/ or use of recycled materials (<https://fashionhedge.com>). As mentioned earlier, ethical production has become increasingly important in the fashion industry due to the increase of consumer awareness and consumer demand of ethically produced products (Guercini & Ranfagni, 2013). The fashion industry in general is not only becoming more conscious of these issues, but also becoming more aware of their responsibility to society (Beard, 2008). Although some fashion retailers may have a negative societal and environmental impact, such as utilizing child labor, there are many brands dedicated to creating ethically produced fashion products that are not harmful to workers or the environment (Sweeny, 2015) Thanks to the recent media focus on ethics and sustainability, and an increase of ethical consumers, many fashion retailers are

applying these concepts, such as using recycled materials and paying fair wages, in manufacturing practices (Shaw, Bekin, Shiu, Hassan, Hogg, & Wilson, 2006).

Many retail brands are also providing corporate social responsibility (CSR) reports highlighting the actions taken to improve or maintain ethical practices (Kozlowski, Bardecki, & Searcy, 2012). Companies are adopting CSR practices to show consumers that they are not focused solely on profit, but also recognize human value (Lee & Lee, 2015). Since brand image is an important factor in consumer purchase decision making, companies consider CSR a vital aspect for improving image and sales (Carrigan & Attala, 2001). Particularly in the fashion industry, production is cost-sensitive and the labor standards tend to be low (Carrigan & Attala, 2001). Consumers' purchase intention may increase when a fashion company's ethical and philanthropic behavior is shown through CSR by giving the consumers feeling of being a part of CSR themselves. This is supported by previous research findings that when a company's ethical responsibilities are congruent to consumer's ethical self-identity, purchase intention tends to increase (Lee & Lee, 2015). This also lends evidence that when a brand's image is congruent with consumer belief, consumer purchase intention increases because consumption is influenced by the desire to express an identity, and is easily conveyed through fashion items since, by wearing them, it is always on display for the public to see (McNeill & Moore, 2015). There is an increase in ethical consumption and more consumers are willing to integrate ethics into their purchase decision (Blili, 2010). Ethical consumption is a form of symbolic consumption (Moisander, 2001), and consumers may be showcasing their ethical beliefs through the products they wear. As the consumer practices an ethical lifestyle or identity, she/he uses brands as a way to support their own

self-identity (Casidy, 2012), and may use fashion as a way to express her/his beliefs regarding human and social rights. For example, consumers may wear faux fur to show their support for companies that do not harm animals, thus showcasing their animal-rights stance. Consumers that place importance on an ethical self-image tends to engage in practices that show their environmental identity (Hu, Horng, Teng, Chiou, & Yen, 2013). Therefore, it is suggested that consumers who view themselves as being ethical, are more likely purchase fashion products that are ethically produced. For the past few decades, more consumers are concerned with the environment, and they have found to be more willing to pay a premium for ethically produced products (Flash Eurobarometer, 2009). An estimated sixty percent to ninety percent of North Americans are concerned about the environmental impact of their purchases (Klein, 2000), and consumers buy ethically produced products as an expression of their concern for the environment (Belz and Dyllik, 1996). For example, a consumer may wear and purchase clothing made from bamboo or other natural fabrics that require less water, are biodegradable, and will not end up in a landfill. There are now many options for consumers to wear their ethics and purchase fashion products that best support their ethical agenda.

According to Ottman (1997), nearly one-fifth of consumers showed some level of ethical concern for the environment or social issues. Many consumers believe they have the ability to encourage and support businesses that do not exploit workers (Anon, 2002), which likens their purchase to a vote (Dickinson & Carsky, 2005). Consumers that engage in ethical purchase behaviors may select recyclable products, are social responsible, and participate in other actions in order to protect the environment (Fraj &

Martinez, 2006). However, consumers are only able to support, or boycott, if they are informed of the ethical, or unethical, practices.

1.2 Justification

Ethical fashion and social responsibility are emerging trends in the industry. There has been a higher degree of consumers concerned about the environment, and they have been willing to pay more for products that have a higher degree of environmental quality (Flash Eurobarometer, 2009). With the rise of ethical consumption, it may be suggested that consumers are more willing to integrate ethics into their purchase decisions (Blili, 2010).

The growing demand for fashion products that are ethically produced and the negative media attention for retailers who violate consumers' ethical standards may pressure companies into providing ethically produced fashion products (Auger, Burke, Devinney, & Louviere, 2003; Diddi & Niehm, 2016). Some brands, like TOMS shoes, have already met this trend with great success while others, like Nike, failed to meet ethical standards, and have experienced a decline in sales (Banjo, 2014). Because of this, retailers need to know how to best promote new products in a way that meets market expectations. Thus, it is important to understand consumers purchase intention of ethically produced fashion products. This study contributes to the field by offering an original perspective on the factors that influence purchase intention of ethically produced fashion products.

Prior studies of the factors that influence purchase intention were mostly related sociodemographic variables (i.e., age, gender, ethnicity, education) and economic factors (i.e., price) (Auger et al., 2003; Lyons & Breakwell, 1994; Mostafa, 2007) and lesser

efforts have been devoted to investigating the relationships between psychological factors, such as environmental awareness, environmental concern, and ethical self-identity. There are other reasons to purchase products, besides the actual need for the item, such as constructing an identity through the use of symbols or the yearning for a particular lifestyle (Niinimäki, 2010). Previous research approaches do not always take in consideration psychological factors, such as the human need to express their self-identity. Psychological factors are important to explore because they take in account human desires, feelings, and motivations.

The Theory of Reasoned Action is applied because it can clearly explain the theoretical framework used for this study that is comprised of belief (environmental awareness and environmental concern), attitude, and behavioral intention components. There have been studies that investigate the influence of environmental awareness on purchase intention of ethically produced products (Zareie & Navimipour, 2016; Aman, Harun, & Hussein, 2012; Kim & Choi, 2005) and environmental concern on purchase intention of ethically produced products (Hansla, Gamble, Juliusson, & Gärling, 2008; Chen & Chang, 2012; Bisschoff & Liebenberg, 2016; Mostafa, 2009). However, applying these concepts in the context of ethically produced fashion product context is scarcely studied. It is important to also research whether environmental awareness influences environmental concern so that retailers may apply the information to their marketing efforts. If consumers are unaware of ethical issues, they may less likely be concerned with said issues. However, there little research investigating how environmental awareness influences environmental concern.

While Theory of Reasoned Action explains consumers' beliefs and attitude

connection as well as subjective norm to influence their behavioral intention, the Self-congruity Theory and the Self-completion Theory can provide a comprehensive understanding of self-identify and behavioral intention to reveal the drive in consumer intention to purchase products that match their self-identity. According to these theories, consumers use symbols to support their self-identity. This psychological process is important to study because it helps explain the human desire for a self-defining goal that is potentially recognizable by others (Niinimäki, 2010). These self-defining goals may be acknowledged using symbols, such as fashion products. The Self-completion Theory adds to the idea that consumers use brands as a way to protect and support their own self-identity (Casidy, 2012). The Self-congruity Theory explains the psychological comparison between the product-user identity and the consumer's self-concept, because when consumers perceive the product image matches their self-identity they may have a higher purchase intention in order to consume and reflect the desired self-identity (Sirgy, 1986). This may explain why consumers want to wear their ethics.

Ethical self-identity and self-expressive benefit of wearing ethically produced fashion products are important factors in predicting purchase behavior of ethically produced fashion. Fashion may be a means of expression and consumers may purchase a product in hopes to fulfill an emotional need. Consumers may also express themselves through fashion products and brands are a way to convey self-identity (Casidy, 2012). Consumers may purchase ethically produced fashion items as a psychological need to express their personal values of equality and green behavior (Paulins, & Hillery, 2009). Self-expressive benefit may be a motive for purchasing ethically produced fashion product because it is a psychological reward for conveying a message to others

(Hartmann & Apaolaza-Ibañez, 2012). While the influence of self-identity on purchase intention of ethically produced products has been examined (Whitmarsh & O'Neill, 2010; Stern & Dietz, 1994; Follows & Jobber, 2000), there little research regarding the influence of ethical self-identity on the self-expressive benefit of wearing ethically produced fashion products.

Based on Theory of Reasoned Action, the Self-congruity Theory, and the Self-completion Theory, this study investigates the factors that influence consumers to purchase ethically produced fashion products. It fills the gap in the literature and adds to existing knowledge in the field. It also provides more research for retailers so that they may effectively convey ethical production efforts to the market.

1.3 Objectives

This study investigates the factors that influence purchase intention of ethically produced fashion products. The theoretical framework is based on the Theory of Reasoned Action, the Self-completion Theory, and the Self-congruity Theory. The conceptual model is developed to investigate the influence of environmental awareness on environmental concern, the influence of environmental concern on attitude toward purchasing ethically produced fashion products, and the influence of attitude toward purchasing ethically produced fashion products on purchase intention of ethically produced fashion products. The influence of subjective norm on purchase intention of ethically produced fashion products is also investigated. The model also encompasses factors associated with the Self-completion Theory and the Self-congruity Theory, such as ethical self-identity and self-expressive benefits of wearing ethically produced fashion

products, to gain insight into why certain consumers would be more drawn to purchase ethically produced fashion products than others.

The following sections provide a literature review and an overview of the theoretical framework. The hypotheses are then formulated, and the research design utilized to test the hypotheses is outlined followed by methods. Next, the results of the study are described, and then the conclusion, implications, and limitations are discussed.

CHAPTER 2

LITERATURE REVIEW

2.1 Consumer Ethics and Ethical Consumption

It is difficult to have a firm definition of what is “ethical” since the evaluation of “being ethical” relies on personal opinion of what is morally acceptable behavior by an individual and the society where he/she belongs. This study uses the definition by Muncy and Vitell, (1992) stating that consumer ethics are the moral principles and standards that aid individuals in their using, obtaining, and disposing of goods.

Ethical consumption is described as consumers selecting recyclable products, being socially responsible, and participating in actions that may contribute to protect/conservate the human rights, animal rights and welfare, and the environment (Tallontire, Erdenechimeg, & Blowfield, 2001; Fraj & Martinez, 2006). Ethical consumption is gaining notoriety in mainstream consumption, and consumers are increasingly aware of how their purchase actions may affect others and the society. According to Cooper-Martin and Holbrook (1993), ethical consumer behavior is defined as “decision-making, purchases, and other consumption experiences that are affected by the consumer’s ethical concerns, (p. 113)”. Thus, the ethical consumption is likely to be based on individuals’ ethical values and the relevance of global issues that are of personal importance. Ethical consumers make the deliberate decision to choose a particular product based on their personal beliefs and values (Crane, 2001) and it is an ideology that

strives to avoid harming the environment, worker, animals, or humans (Adams & Rainsborough, 2008).

Practices that perhaps are considered to be a form of ethical consumption have a wide range. While green consumerism concerns with environmental practices, such as renewable energy, the ethical consumption concept adds to green consumerism by including the ethical and moral components that are present in the production of goods, such as paying workers low wages, using harsh chemicals and dyes, and testing on animals (Uusitalo & Oksanen, 2004). Ethical consumption practices strive to fulfill the objectives of ethical trade, which refers to international trade that tries to prevent injustices that occur with global trade, such as child labor, infringement on human rights, and polluting the environment (Uusitalo & Oksanen, 2004).

Practices that consumers look for when considering ethical production:

(<https://fashionhedge.com>)

- Fair trade
- Made without animal components
- No animal testing
- Employing women or certain ethnic groups
- Fair wages paid

The ethical consumption ideal suggests that individuals play an important role in their purchase decisions (Uusitalo & Oksanen, 2004). Consumers are also accountable to avoid society harm and, perhaps, to positively influence society by taking actions such as

boycotting or obtaining, use, and disposal of goods and services (Gelb, 1995; Uusitalo & Oksanen, 2004). For the past few decades, there has been a higher degree of consumer concerns about the environment, and the concerned customers have been willing to pay more for products that have a higher degree of environmental quality (Flash Eurobarometer, 2009).

According to GGT Advertising report, two-thirds of the respondents are more likely to take action towards a firm, and over half responded that they would discontinue business with a firm if they are thought to behave unethically (Mason, 2000). A survey by Corporate Edge found that fifty-seven percent of respondents said they would discontinue purchasing from a company if they found out child labor was being used, and twenty-one percent agreed measures should be taken against companies they perceived as unethical (Rogers, 1998). However, even though some consumers have been involved in boycotts, they would rather support companies that maintain fair-trade practices and be able to make positive ethical choices (Shaw & Duff, 2002).

Another aspect of ethical consumption is that the consumer thinks not only of the individual, but also social goals, ideals, and ideologies (Uusitalo, 1990). Although a conflict may often occur between personal and collective benefits, it is also possible for consumers to receive personal benefits from fulfilling collective goals (Vitell, 2015). Not only consumers increasingly more concerned with environmental issues, and their increased environmental concerns influence attitude and behavioral intention (Chekima, Syed Khalid Wafa, Igau, Chekima, & Jr. Sondoh, 2016), but also the consumer practices an ethical lifestyle or identity or other social values because the ethical consumption is also a form of symbolic consumption (Moisander, 2001). Ethical consumption may create

an individual feeling of advantage that links to an expression of personal identity (Moisander, 2001). Ethical consumers may think of themselves as ethical, which may add to their ethical self-identity. Shaw et al. (2006) found that as ethical issues gain importance to individuals it becomes part of their self-identity, and those involved in ethical consumption may view themselves as having an ethical self-identity.

2.2 Green Consumerism

Green consumerism refers to how products and services are made, marketed, and consumed on the basis of their pro-environment claims (Akenji, 2014). Examples of green consumerism include electric Tesla vehicles, fair trade coffee, energy-saving fluorescent lamps, and organic cotton apparel. Green consumerism is the ideology of practicing ethical consumption, and the ethical consumption concept is broader in a sense that includes ethical and moral elements that occur during production.

Green consumerism is the notion that purchases have the power to encourage and support businesses that do not exploit or harm humans (Anon, 2002). It has been found that one of the most effective ways to promote green consumerism is the use of eco-labels for products and services (Akenji, Hotta, Bengtsson, & Hayashi, 2011). Labels allow for consumers to make more informed decisions, and consumer purchase intention increases by having organic and fair trade labels (Didier & Lucie, 2008).

In this sense, consumers are using their buying behavior as a reflection of their beliefs and opinions, likening their purchase to a “vote” (Dickinson & Carsky, 2005). Votes have increased the availability of organic and fair-trade produce in the mainstream market (Shaw et al., 2006). The production of ethical clothing has increased (Beard,

2008), thus making it more convenient for consumers to convey their personal values through ethically produced products.

Marketing is a tool to inform consumers about production practices, and firms may frame messages to raise awareness of ethical production in order to attract customers. It was pointed out by Schlegelmilch and Obserder (2010) that while all areas of marketing ethics continue to advance, ethical issues relating to the consumer have advanced the most considerably in recent years. The most effective strategy for positive brand perception is to strengthen the attitude that supports the goal (Ajzen & Fishbein, 1980).

2.3 Fashion Manufacturing Industry Conditions

In 2010 global clothing and textile industry was valued at \$602 billion, and the World Trade Organization reports it is expected to increase by at least five percent per year for the next five years (Holmes, 2012). Furthermore, according to the International Labour Organization (2010), low price apparel production specifically is a vital area of economic activity with sales of low price products in the U.S. amounting to more than \$150 billion annually. The industry is also responsible for employing more than twenty million production workers worldwide, with the majority living in developing nations (ILO, 2010). Some retailers are attracted to the factories that are able to produce garments for the lowest price possible, and globalization has influenced the apparel industry to produce clothing for increasingly lower prices (Claudio, 2007). From 2000 to 2014, the world per-unit cost of garments dropped forty percent (Ross, 2015). While the industry is profitable and growing, there are many downsides, such as social and environmental aspects, from the impact of fast fashion and globalization.

One of the important trends in the apparel industry is offering low-priced trendy fashion products with a short production cycle and a quick product turnover commonly referred to as fast fashion. Fast fashion allows consumers to participate in current fashion trends, without having to splurge for designer prices, and the price tag likely reflects the quality of the product. Fast fashion has influenced the apparel industry in the past decade, and there is now a culture of new styles being readily available to consumers almost on a weekly basis (Mintel, 2007). In fast fashion, products need to be manufactured much quicker than traditional apparel production, pressuring some sectors of the industry to adopt unsustainable production techniques in order to keep up with a demand that may increase profit margins (McNeill & Moore, 2015).

It is estimated that Americans purchase twenty-two billion new clothing products each year, but only two percent of the items are manufactured domestically (Sweeny, 2015). Increased globalization has also influenced supply chain activity and has led companies to outsource materials and services overseas (Diddi, & Niehm, 2016). According to Forbes (2012), in the 1980's and 1990's, many U.S. companies replaced their supply chains for outsourcing, globalization, technology, and wanting monetary success, which allowed it to be possible to manufacture parts in one country, assemble the parts in another, and sell the product in a third country. Globalization may be expedient and profitable but has also gained a negative reputation for being controversial. Furthermore, globalization also means that the product may have traveled halfway across the globe on a ship powered by harmful fossil fuels.

One of the common unethical manufacturing practices is sweatshops. Sweatshops are the factories where the working conditions are poor (e.g., workers are given low

wages, extreme work hours, under-age employees, or other exploitative practices) (Shaw et al., 2006). Some Chinese factory workers make as little as twelve to eighteen cents per hour (Claudio, 2007). Although sweatshops occur more frequently in developing countries where labor laws and employee rights may be less strict or enforced (Weadick, 2002), a report shows estimated 255,000 sweatshop workers in the United States (De Jesus, 2012).

While many consumers believe American manufacturing follows strict ethical production regulations, it is not always the case. In fact, a number of U.S. factories falls short from meeting the ethical production standards. A new report on the health and safety conditions of apparel factory workers in Los Angeles shed light to what really is happening in these unaudited industries is the majority of the workers are undocumented, mostly Latino, with about twenty percent coming from Asia, and none of the workers are unionized (Nasser, 2015). The apparel industry is susceptible to conditions that allow undocumented workers to be exploited. Workers are paid an average of five dollars an hour, where the federal minimum wage is seven dollars and twenty-five cents, and the minimum in Los Angeles is nine dollars (Nasser, 2015).

Many global brands are focused on getting the cheapest labor costs, and with prices rising in China, Bangladesh has become a profitable alternative (Yardley, 2012). According to the New York Times (2012), Bangladesh is the world's second-largest apparel producer in the world. However, the minimum wage for Bangladeshi workers is only about thirty-seven dollars per month (Yardley, 2012). Bangladesh is also struggling to enforce workplace standards at the roughly 5,000 factory locations (Yardley, 2012).

There are more factories that can be visited by officials, and some factories are granted permits without ensuring the codes are up to standards (Westervelt, 2015).

In 2013, Rana Plaza, an eight-story garment factory, collapsed in Dhaka, Bangladesh, killing 1,134 people and injuring over 2,500 more (Greenhouse, 2013). It was found that Rana Plaza was only approved for the first six floors, but the owners built eight floors. The workers' safety was compromised, arguably, due to the pressures of providing retailers with the lowest price possible. However, news of this tragedy was shared worldwide, providing consumers more insight of the pitfalls of the fashion industry, and created more consumer awareness. Consumer demand for more ethically produced products is argued to be due to growing environmental awareness (Doane, 2001).

The fashion industry is also becoming more aware of the situation and their responsibility to society (Beard, 2008). Thirty-one Western fashion brands purchased products from the local factory owners renting space in Rana Plaza, including Wal-mart, J.C. Penny, Gap, and The Children's Place (Westervelt, 2015). However, after the disaster, global brands, such as Gap, H&M, Primark, Wal-mart, donated \$21.5 million to the Rana Plaza Donors Trust Fund, which aids the victims and their families (Westervelt, 2015). Although these companies may have played a role in the disaster by using the unregulated factory, they proceeded to send relief funds, and some companies promised to have stricter systems in place to avoid this occurring again.

Fast fashion and the apparel manufacturing industry may utilize harmful practices to not only the workers but also to the environment. For example, the demand for man-made fibers, especially polyester, has almost doubled in the past fifteen years due to the

rise of production in the fashion industry (Claudio, 2007). Polyester is a very popular manufactured fiber, made from petroleum, which requires large amounts of crude oil and releases hazardous emissions. The garment industry is the second largest contributor to pollution, second to oil (Sweeny, 2015).

The fashion manufacturing industry may involve long and varied supply chains for creating/ harvesting raw material, manufacturing the textiles, constructing the product, shipping, retail, use, and disposal. Resources are used to farm, harvest, process, manufacture, and ship the items. As a result, there are pollutants from the pesticides used in cotton farming, toxic dyes from manufacturing, and large amounts of waste from discarding the products (Sweeny, 2015). It is estimated that seventeen percent to twenty percent of water pollution is from textile dyeing, and an estimated 8,000 synthetic chemicals are used globally to turn raw materials into textiles (Hermes, 2017). In total, more than half of a trillion gallons of fresh water are used to dye textiles each year (Sweeny, 2015), and China's textile industry annually deposits about 2.5 trillion liters of wastewater into its rivers (Heida, 2014). However, the fashion production industry is responding to consumer demand for ethically produced products. For example, there are now new waterless dyes that have been developed, and Adidas announced saving twenty-five million liters of water by using DryDye fabric (Heida, 2014).

There is currently not a uniform label used to inform customers about production in the fashion industry. Clothing does not have labels that ensure fair trade standards of production. Thus, consumers resort to imperfect clues such as "country of origin" believing that working conditions of some countries are better than others. However, this may not be a reliable method, as shown by the use of sweatshops in the United States. It

is important that fashion retailers address ethical concerns about their products, in terms of productions and labeling (Shaw et al., 2006). Many consumers want a label that would clearly identify an ethically produced product, similar to the symbols used for fair trade coffee (Shaw et al., 2006). According to De Jesus (2012), the U.N. Global Compact has plans for an industry-wide code of conduct, which could lead to a universal sweatshop-free label. This label may encourage transparency in the supply chain, and increase consumer awareness of ethical and unethical practices.

Although the fashion manufacturing industry may have a negative impact, not all brands are creating fashion garments that are harmful to workers and the environment. In fact, there are numerous companies that seek to provide ethically produced fashion products. Many fashion retailers are taking steps towards sustainable practices, such as utilizing sustainable fibers (i.e. bamboo, organic cotton, and recycled fabrics), supporting ethical labor practices, and encouraging second-hand clothing channels (McNeill & Moore, 2015). For example, Urban Outfitters's brand Urban Renewal creates one-of-kind fashion products from recycled vintage materials. Later in the literature review, the different aspects of ethically produced fashion products and brands that produce ethical fashion products are discussed.

2.4 Corporate Social Responsibility

Vitell (2015) defines a corporate social responsibility (CSR) focused business as a firm that proactively presents service or social benefits and voluntarily practices behaviors that lessen the harm on society, regardless of legal pressure. The firm anticipates satisfaction and support from consumers in exchange for these behaviors. Vitell (2015) explains that this strategy is only successful if there is sufficient consumer

demand for the products or services that firms are selling. Many companies are increasing their social responsibility efforts in hopes that it will lead to a more favorable attitude from consumers and high purchase intention (Creyer, 1997). Firms are allocating resources in order to implement environmentally friendly strategies and some are spending large amounts of money (Welford, 1998). If corporate interests and consumer interests are aligned, then creating more social benefits and public service will increase profits, although if they are not aligned, then profits are less likely to increase (Vitell, 2015). In the fashion industry, an increasing amount of consumers want ethically produced products (Flash Eurobarometer, 2009) and may be expecting brands to deliver. Moreover, companies that are sustainable may promote their responsibility efforts to society and the environment and may gain competitive advantage (Yang, Lin, Chan, & Sheu, 2010).

Increased globalization has led many firms to outsource materials and services in order to have strategic advantages throughout the supply chain (Diddi & Niehm, 2016). However, the firms are increasingly being held accountable for the social and environmental performance of their suppliers (Ferrell, Crittenden, Ferrell, & Crittenden, 2013). There have been several corporate mishaps, such as the Rana Plaza factory collapse, that have resulted in the loss of human lives and environmental deterioration (Diddi & Niehm, 2016). These instances may have been the reason for the increased attention toward CSR practices in the retail apparel industry (Murphy, Öberseder, & Lacznia, 2013).

Apparel brands have received mostly negative media attention in regards to the treatment of workers, utilizing sweatshops, and poor working conditions (Black, 2008).

The media shined a light on Nike's use of sweatshop labor overseas, and consumers heavily criticized the brand (Sade, 2004). The apparel industry is susceptible to CSR issues because of its complexity and the global nature of its supply chain (Diddi & Niehm, 2016). Apparel products involve humans for a large part of the production process, and the consumer directly wears the finished product. This may be why consumers are more emotionally invested in CSR practices of retail apparel brands than they would be for other product categories (Diddi & Niehm, 2016).

There has also been pressure on the companies to perform responsibly due to growing consumer awareness about workers and environmental issues (Diddi & Niehm, 2016). The pressure includes consumer boycotts, publicity in the media, and requiring companies publically share their CSR reports of supply chain activities (Maloni & Brown, 2006). According to Maloni and Brown (2006), consumer criticism of a firm's environmental and social performance can impact corporate reputation and profitability.

Consumers are using different attributes to influence their opinion on retail apparel brands such as environmental impact, ethical code of conduct, and the treatment of employees (Diddi & Niehm, 2016). A firm's responsibility, or lack of, can be harming to consumer's attitude, as shown with the Nike sweatshop labor issues. Creyer and Ross (1997) found that a company's level of ethical behavior is taken into consideration, and consumers actually expect ethical behavior and are willing to pay a higher price to reward ethical behavior.

2.5 Role of the Media

The rising importance of ethical responsibility is documented through different media outlets (Auger et al., 2003). Consumers are more aware of company's ethical

behavior due to the various information sources, such as direct experience, social media, mass media, word of mouth, and direct experience (Diddi & Niehm, 2016). Consumer demand for more ethically produced alternatives is argued to be due to the growing awareness of the environmental and social influence of their own purchase behavior (Doane, 2001). Consumers might be more cautious about purchases if they had information pertaining to the companies' ethical and social responsibility activities (Simon, 1995).

Consumers are able to make more conscious purchase decisions, perhaps due to the increase of information provided by the media. Shaw et al. (2006) found that consumers use background research via the Internet, from either the company website or ethically informative sites, before purchasing a product. Apparel brands have received mostly negative media attention in regards to the treatment of workers, utilizing sweatshops, and poor working conditions (Black, 2008). The public heavily criticized Nike when the media exposed the company for using sweatshops overseas (Sade, 2004).

The media not only shines light about business practices but also allows for communication. Consumer advocacy groups are able to reach the global customer due to the World Wide Web, thus being able to protest brand-name products and companies such as Gap Inc., Nike, and Shell (Reed, 1999). Demonstrators have become a focus in the news, and the number of groups that direct their attention on the social behaviors has also increased (Auger et al., 2013). Elliott and Freeman (2001) identified over forty anti-sweatshop organizations throughout the United States. This is a large amount considering the focus is only on one issue. There are even more groups dedicated to other ethical

issues such as human rights, environmental protection, and animal advocates, and with well-established groups such as Greenpeace and the World Wildlife Fund.

Social media began in 1978 with the use of e-mail for communication and now serves as several different roles and different communities, such as commerce, content, social networking, blogs, and social news websites (Biswas & Roy, 2016). According to Schertler, Kreunen, and Brinkmann (2014), the most important factors of social media are conversations, sharing, identity, presence, relationships, reputations, and groups. With social media, firms cannot only communicate with customers, but customers can also talk to each other. The electronic information allows customers to connect with a more extensive and reachable community, which can influence purchase decisions (Abălăesei, 2014). Traditional word-of-mouth (WOM), which influences consumer's behavior (Kulmala, 2011), has found a new form in this digital age and is now referred to as electronic word-of-mouth (e-WOM) (Biswas & Roy, 2016).

Advocacy groups are able to reach new potential members and connect with like-minded individuals around the world from their computer or smartphone. It is also more convenient for consumers and brands to communicate and directly exchange information. Once the information is revealed, it is the consumer's responsibility to either react or ignore it.

2.6 Ethically Produced Fashion Products

As mentioned earlier, ethical production is an umbrella term for sustainable, eco-friendly, fair trade practices, and recycled (<http://fashionhedge.com>). Sustainability refers to the endurance of systems and process, and not being harmful to the environment. Fair trade refers to the way workers are treated during the manufacturing process (wages,

working conditions, age-appropriate labor and reasonable working hours). Recycled can mean the use of recycled materials for making products and/or the packaging, and the use of eco-labels (Chan & Wong, 2012). Ethical fashion, green fashion, and sustainable fashion are often used interchangeably and describe the same concept (Shen, Richards, & Liu, 2013).

According to Cotte and Trudel (2008), for an item to be able to be considered ethically produced, the company must have a progressive stakeholder relation, such as promising consumer safety. They must also utilize progressive practices that are not harmful to the environment, such as using eco-friendly technology. The last stipulation is to protect human rights, such as not using child labor. Ethical products have many features that impact consumer brand choice, such as product safety, workers' conditions, price fairness, and discrimination (Crane, 2001). This study focuses on ethically produced fashion that exhibit one or more environmental or social ideals that may influence purchase decision.

The features describing ethically produced fashion products are as follows

(<https://fashionhedge.com>):

- Made with organic fibers, perhaps certified with an organization such as USDA
- Made using eco-friendly fabrics, such as bamboo or hemp (needs less chemicals and water to grow)
- Natural origin of dyes
- Made with recycled fabrics
- Use of less toxic glues

A recent study from a cloud supply chain platform provider, GT Nexus, showed that there is a demand for more ethically produced products (Nella, 2015). A forty-five percent of consumers would pay more for ethically produced clothing and footwear and a thirty percent of consumers would pay up to five percent more and a twenty percent said they would pay up to twenty percent more for clothing produced responsibly in the U.S.

As the importance of ethical consumption arises, the consumer demands for ethically produced fashion products increases and an increased number of brands offering these products, making it easier now than ever for consumers to convey their personal values through ethical fashion. Many companies are increasing their pro-environmental efforts, and are attempting to develop products and processes that are profitable and environmentally friendly (Arnst, Reed, McWilliams, & Weimer, 1997). Table 2.1 shows a list of apparel, shoes, and accessory brands that offer ethically produced fashion products.

Table 2.1
35 Ethical Fashion Brands
adapted from <http://thegoodtrade.com>

Retailer	Based	Ethics	Best for	Products	Bio
Krochet Kids Intl	USA	Artisan-made clothing	Social impact	Apparel & accessories	Affordable, trendy clothing that impacts the communities where the artisans live. Their non-profit social aspect has empowered artisans in Uganda and Peru with fair wages and education and

					mentoring programs.
People Tree	UK	Fair Trade Certified collections, organic cotton collections, biodegradable materials	Overall ethics & sustainability	Apparel, jewelry, & accessories	Recognized as a pioneer in Fair Trade and environmentally sustainable fashion. Partnered with Fair Trade artisans and farmers to develop ethical and eco fashion
Fair Trade Winds	USA	Fair Trade Federation	Range of products	Apparel & accessories	Family owned business where each piece represents the hard work of women working in cooperatives to empower and improve the livelihood of their families and communities
Mata Traders	USA	Fair Trade member, organic selection	Dresses	Women's apparel & jewelry	Hires fair-trade artisans from India and Nepal
MadeFAIR	USA	Fair Trade Certified collections	Customer reviews & photos	Women's apparel & accessories	One stop for ethical clothing that does not make you compromise morals or style
Ash & Rose	USA	Fair labor practices, organic & recycled materials, empowering women	One-stop-shop	Apparel, shoes, bags, & accessories	Own private label guided by three core values: sustainability, fair labor, and empowering women

YSTR	USA	Sustainably produced	Cut-to-order pieces	Apparel & dresses	Cut-to-order pieces that help reduce the industry's fashion waste and are all made responsibly.
Shift to Nature	AUS	Fair-trade, organic cotton	Eco-friendly materials	Men's, women's, & kids' apparel	Strong commitment to sustainable and ethical production. Products are made from certified organic cotton, hemp, bamboo, and other sustainable textiles.
Patagonia	USA	Fair Trade Certified collections, organic cotton, environmental sustainability	Outdoor wear	Outdoor apparel, swimwear, & activewear	One of the earliest defenders of environmental ethics, using recycled material, and organic cotton. Committed to labor ethics by working with Fair Trade Certified factories in India, Sri Lanka, and Los Angeles.
Mayamiko	UK	Artisan-made clothing, Ethical Trade Initiative Certified	Colorful prints	Women's apparel & accessories	Works with artisans in disadvantaged communities in Malawi

Alternative Apparel	USA	Ethical production, Fair Labor Association, sustainable materials	Sustainability	Apparel, activewear, & outerwear	Ranks well in both ethical and sustainable, which is rare. Respects and values the rights of workers in all countries.
Apolis	USA	Artisan-made clothing	Market Totes	Men's apparel, swim, footwear, & accessories	Brothers founded the company to bridge commerce and economic development. Empowers communities worldwide.
NAJA	USA	Artisan-made lingerie, eco-friendly production	Lingerie	Underwear, bras, & lingerie	Employs single mothers in Colombia to sew the handmade pieces. Eco-friendly line using recycled plastic bottles.
Indigenou s	USA	Artisan-made clothing, organic & natural materials	Organic clothing	Apparel, & accessories	Products are made from organic cotton, free-range alpaca, and low-impact dyes
Tonlé	Cambodia	Artisan-made, Zero-waste	Dresses	Apparel	Process starts with scrap waste from mass clothing manufacturers. One-of-a-kind clothing handmade in Cambodia

Elegantees	USA	Fair Trade Certified, Artisan-made	T-shirts	Women's T-shirts, & Dresses	Designed in NYC and sewn by women who have overcome sex trafficking in Nepal
Noctu	UK	Fair Trade Certified, organic cotton	Loungewear	Nightwear & loungewear	Family business inspired by nature and the purest materials. All products are certified to the Global Organic Textile Standard and Fair trade certified
Symbology	USA	Artisan-made clothing	Block printing, Boho inspired	Women's Apparel & Accessories	Views fashion as a platform to empower populations, preserves traditional arts, and connects women worldwide. Uses artisan textiles made in India to create authentic, one-of-a-kind apparel.
Industry of all Nations	USA	Ethically produced, organic cotton, 100% natural dyes	Clean basics & alpaca	Apparel & accessories	Manufactures goods from regions where products and materials originate. Determined to combine environmental and social awareness

					while promoting fair trade and open borders.
Pact Apparel	USA	Fair Trade Certified, organic cotton	Cotton basics	T-shirts, underwear, & socks	Entire supply chain, from growing and harvesting the organic cotton, to the final sewing are as clean and responsible as possible.
Brain Tree Clothing	UK	Organic cotton collections	Organic clothing	Women's apparel, swimwear, kids', & accessories	Long lasting relationships with factories and suppliers to ensure every person touching their clothing has fair wages and working conditions.
Slumlove Sweater Co	USA	Artisan-made clothing, organic & natural materials	Sweaters	Men's & women's sweaters	Handmade in Nairobi, Kenya using organic and natural materials. Employs women in Kenya, paying them fair wages and using a percent of sales to provide high school scholarships to children living in the slum of Kibera
Fibre Athletics	USA	Fair Trade, organic,	Athleticwear	Men's & women's athleticwear	Chicago Fair Trade and ethically

		recycled materials			sourced and crafted from 100% organic fibers and recycled materials. Each sale supports worldwide environmental and poverty alleviation projects.
MY SISTER	USA	Artisan-made products, sex trafficking awareness	T-shirts with a message	Men's & women's T-shirts & accessories	Handcrafted from survivors of trafficking in Nepal. Percentage goes to domestic and international non-profit partners to raise awareness about the issue, employ survivors, and fuel community support.
prAna	USA	Fair Trade Certified collections, organic cotton collections	Yoga Wear	Apparel, swimwear, outerwear, & accessories	Pioneering Fair Trade USA brand Partner that also focuses on using environmentally conscious materials that have a reduced environmental impact.
Wallis Evera	Canada	Local production, sustainable & biodegradable materials	Hemp businesswear	Women's hemp apparel & businesswear	Fabrics are sustainable and biodegradable. Maintains 100% local,

					small-batch manufacturing. Sources ethically and develops modern hemp blend fabrics.
Purple Impression	USA	Artisan-made	Plus-size selection	Women's apparel, accessories, & plus-sizes	Empowers the women who make the clothes and each piece has a name and story.
The Root Collective	USA	Fair Trade Certified	Ballet flats	Women's shoes	Partners with small-scale artisans in Guatemala to handcraft shoes.
Thread Harvest	AUS	Fair Trade Certified collections, organic cotton collections	Curated selection of designers	Men's & women's apparel, jewelry, & accessories	Online shop that searches the globe for clothing that has a compelling story of social or environmental impact
Raven + Lily	USA	Fair Trade Certified, Artisan-made	Incorporating traditional artisan crafts & techniques	Women's apparel, jewelry, & accessories	Partner with at-risk artisan women in ten countries at fair trade wages
Eileen Fisher	USA	Fair Trade Certified collections, organic cotton collections	Organic linen clothing	Women's apparel & accessories	Most are made in America but support an alternative supply chain in Peru. The cotton is local and organic, the dyes meet Global Organic Textile

					Standard, and workers are paid higher fair trade wages
Gather & See	UK	Organic cotton collections	Designer brands	Women's apparel, swimwear, & accessories	Online boutique that offers collections from the best sustainable fashion designers around the world.
Good Cloth	USA	Fair Trade Certified Collections, organic cotton collections	Handcrafted Clothing	Women's apparel, swimwear, kids', & accessories	Consumers can purchase products that are ethical products and environmentally friendly.
Nisolo	USA	Artisan-made	Handmade leather shoes	Shoes & accessories	Collaborates with local artisans in Peru and provide fair wages and fulltime employment.
Everlane	USA	Ethical production practices, radical transparency	Modern basics	Apparel, accessories, & shoes	Transparent production: shares factory and production practices behind each product.

In the past, consumers were relatively uninformed about a firm's production process. However, consumers have gained access to information about manufacturing through social media, company websites, traditional media, and family/friends. Due to the recent focus on ethics and sustainability, many fashion designers are applying these concepts in manufacturing fashion products (Shaw et al., 2006). Furthermore, there are

now more opportunities to purchase ethically produced fashion products, and there are brands that carry fair trade, sustainable, green, organic, and/or recycled products. With the rise of ethical consumption and the growing industry of ethically produced fashion products, it is important to study the factors influence consumer purchase intention. Therefore, this study focuses on the factors that influence purchase intention of ethically produced fashion products.

CHAPTER 3

THEORETICAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

3.1 Theory of Reasoned Action

Theory Reasoned Action (TRA) was developed to explain the reason for certain behaviors with two determinants of intention to comprehend human behavior: attitude and subjective norm toward the intention and behavior. TRA has been used as a method of explaining psychological/ cognitive processes in order to understand consumer behavior (Ajzen & Fishbein, 1980; Paul, Modi, & Patel, 2015).

TRA proposes consumers' beliefs affect the attitude that influences the intention to engage in behavior, which impacts actual behavior. An individual develops a positive attitude for a behavior if they believe that performing the behavior will result in a desirable outcome. In contrast, an individual will form a negative attitude if they think that performing a behavior will result in an undesirable outcome. Furthermore, generally the more favorable the attitude, the strong intention an individual will have to perform the behavior (Ajzen, 1987; Ajzen & Fishbein, 1980).

Attitude is defined as “a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object” (Fishbein & Ajzen, 1975, p. 6). The individual develops attitudes depending on the resulting evaluation of performing a behavior. Attitude influences intention to engage in behavior, which impacts actual behavior (Kollmuss & Agyeman, 2002). Researchers imply that ethical

issues in the fashion industry are the precursor of consumer attitude (Carrigan & Attalla, 2001).

Beliefs are based on either knowledge or what an individual perceives to be true (Bang, Ellinger, Hadjimarcou, & Traichal, 2000). Environmental concern is a belief and has been a predominant variable used to explain environmental responsibility (Hines, Hungerford, & Tomera, 1987). This study utilizes environmental concern as a variable contribute to the belief component of TRA. Specifically, if a consumer is concerned with the negative impact of unethical production on the environment, then they will have a positive attitude toward ethically produced fashion products, thus influencing purchase intention for ethically produced fashion products. More specifically, if a consumer is concerned with the impact that the production industry has on the water supply, then they may have a positive attitude towards purchasing fashion products made from sustainable materials that require less water, which in turn may influence their purchase intention of a hemp dress, which requires less water to produce.

Subjective norm is the perceived social influence to either perform or not perform a behavior and may influence behavioral intention (Ajzen & Fishbein, 1980; Ajzen, 1987). This occurs when an individual believes whether most referents (individuals or groups) think the individual should perform or not perform a behavior and willingness to comply with their opinions. If the individual believes that their family members, close friends, or co-workers (typically important referents) expect the individual to behave a certain way, then the individual may decide to engage in the behavior. In contrast, if the individual believes that their referents expect them to not conduct in a behavior, then the individual perceives social influence to avoid that behavior (Ajzen, 1987). Moreover, the

level of conformity that the individual is responding to social pressure can affect the decision to perform such behavior. With the increased participation in online communities and social media, there has been a growth in communication and consumers can now connect with like-minded people around the world. Ethical consumers are more able to reach a new audience and share the positives and negatives about ethical production.

Yan, Hyllegard, and Blaes (2012) found that both attitude and subjective norm were strong predictors of intention to purchase environmentally friendly apparel. The Theory of Reasoned Action is applied because it can clearly explain the theoretical framework used for this study that is comprised of belief (environmental awareness, environmental concern), attitude, and behavioral intention components. For example, if an individual is aware of how harmful the toxic dyes are, they may be concerned with how the dyes are affecting the environment. This may then influence a positive attitude towards products that were created with less harmful natural dyes, therefore increasing purchase intention of ethically produced fashion products that were created without harmful dyes, such as a shirt made from bamboo.

3.2 The Self-completion Theory

The Self-completion Theory reveals that the possession and use of symbols add heavily to the development and protection of one's self-image (Casidy, 2012). According to Braun and Wicklund (1989 p. 164), the definition of a symbol is "any facet of the person that has the potential to signal to others (who understands the symbol is related to the identity) that one possesses the identity in the question." This theory suggests that

personal identities are goals that encourage individuals to seek identity-relevant symbols (Hu et al., 2013).

The Self-completion Theory adds to the idea that consumers use brands as a way to protect and support their own self-identity (Casidy, 2012). Symbolic consumption does not mean the consumers just consume actual products, but consume the symbolic meaning of those products (Dittmar, Beattie, & Friese, 1996). Consumer goods and material possessions are significant symbols for both the way we see ourselves and the way we perceive the character of others.

Park and Lee (2005) found that self-identity was a predictor of behavioral intentions for environmental behavior. Ethical consumption is a form of symbolic consumption, as the consumer practices an ethical lifestyle or identity (Moisander, 2001). Possessions may distinguish an individual from others, but can also indicate group identity and link the individual to a group (Belk, 1988). For many consumers, clothing is not just a functional need, but also is a means of gaining acceptance from others and demonstrate social standing (Shaw et al., 2006). In this light, consumers may use fashion products as a way to connect to a group.

According to Goffman, (1959) self-presentation is the practice where individuals try to control the impressions others form about them. Consumers may use their products as a reflection of their views, both by showing others where their ethical priorities stand and also using their purchasing power as a representation of their views. This aligns with the study mentioned previously where consumers liken their buying behaviors as a representation of their personal beliefs, using their purchase as a “vote” (Dickinson & Carsky, 2005).

Many consumers use their clothing to demonstrate their social views (Shaw et al., 2006). Ethical consumption continues to grow, and it may be suggested that there are more factors influencing purchase intention than simply penalizing or rewarding a firm's ethical production. Consumers may have purchase ethically produced fashion items as a way of expressing their ethical views through the fashion products they wear. In this light, consumers may be using fashion products as methods of showcasing identity-relevant symbols.

Self-identity intentions have found to lead to influence social behavior (McCarty & Shrum, 1994), and consumers with an ethical self-identity have been found to influence ethical behavior (Dowd & Burke, 2012). Consumers that value an ethical self-image engage in activities in order to maintain an environmental moral identity (Hu et al., 2013). If consumers have an ethical self-identity, they may be more inclined to purchase ethically produced fashion products. Sparks and Shepherd (1992) found that consumers who identify as an ethical consumer purchase more organic food than those who do not.

Studies suggest that consumers with an ethical self-identity are more likely to engage in ethical consumption (Stern & Dietz, 1994; Schultz, 2001; Follows and Jobber, 2000). Dowd and Burke (2013) found that ethical self-identity was a predictor in purchasing ethically sourced foods. Ma and Lee (2012) propose that ethical consumers have higher levels of self-identity intentions than non-purchasers of ethically produced products. Costa Pinto, Nique, Maurer Herter, & Borges (2016) found that consumers with self-enhancement intentions will be more willing to increase their pro-environmental behavior. Thus, ethical self-identity may be an important factor in predicting purchase intention of ethically produced products.

3.3 The Self-congruity Theory

Self-congruity is the “cognitive matching between value-expressive attributes of a given product (brand or store) and consumer self-concept” (Sirgy, Johar, Samli, & Claiborne, 1991 p. 363), and the terms image congruence and self-congruence are all acceptable substitutes for self-image congruence. The Self-congruity Theory proposes that the consumer behavior may be explained by the congruence due to a psychological comparison between the product-user image and the consumer’s self-concept (Sirgy, 1986). The theory suggests that the higher the compatibility between the consumer’s self-image and the image of the idolized buyer of that product, then the higher the purchase intention of the product (Sirgy, 1986). Furthermore, consumers who perceive the product image to match their self-image may have a higher level of purchase intention (Sirgy, 1986). Thus, congruence between product image and self-image may have a greater impact on purchase intention. Consumer self-concept research utilizes the Self-congruity Theory in order to explain different areas of consumer behavior, such as purchase motivation and purchase intention (Sirgy, Grewal, Mangleburg, & Park, 1997).

The personal images of the product may reflect a stereotype onto the generalized users of the product (Sirgy et al., 1997). Self-image congruence has been used to predict different reasons for consumer behavior in regards to purchase intention (Sirgy 1986). Park and Lee (2005) found that consumer satisfaction increases when there is congruence between brand personality and self-image. Costa Pinto et al. (2016) found that consumers with self-enhancement intentions will be more willing to increase their pro-environmental behavior.

Self-identity refers to how an individual perceives themselves (Grubb & Grathwohl, 1967), and has been found to be a motive for consumers to purchase ethically sourced products (Barbarossa & Pelsmacker, 2014). While ethical obligation refers to the ethical or social responsibility, ethical self-identity is the concern of ethically issues, affecting the attitude and purchase intention of ethically produced products (Terry, Hogg, & White, 1999). Belz and Dyllik (1996) discovered that there is an opportunity to show concern for the environment by purchasing ethically produced products.

Sparks and Shepherd (1992) found that consumers who identify with being an ethical consumer purchase more organic food than those who do not. Similarly, Mannetti, Pierro, and Livi (2004) found that consumers who think of themselves as typical recyclers have a greater likelihood to recycle than those who do not. Barbarossa and Pelsmacker (2014) found that ethical self-identity has a positive influence on the intention to purchase ethically produced products and that ethical consumers place a greater importance on the environmental consequences of purchasing products than non-ethical consumers. Thus, just as the Self-completion Theory, the Self-congruity Theory is helpful in explaining the process in which the consumer identifies his/her self-image and expresses it by matching her image to her consumption; in this study, purchase intentions of ethically produced fashion products.

3.4 Hypothesis Development

Based on the theoretical frameworks, the research model is developed including environmental awareness and environmental concern as affecting factors of attitude toward purchasing ethically produced fashion products and subsequent intention of purchasing ethically produced apparel. The model (see Figure 3.1) also includes

subjective norm, ethical self-identity, and self-expressive benefit of wearing ethically produced fashion products as variables to influence the intention. In this section, the factors are explained, and the corresponding hypotheses are presented.

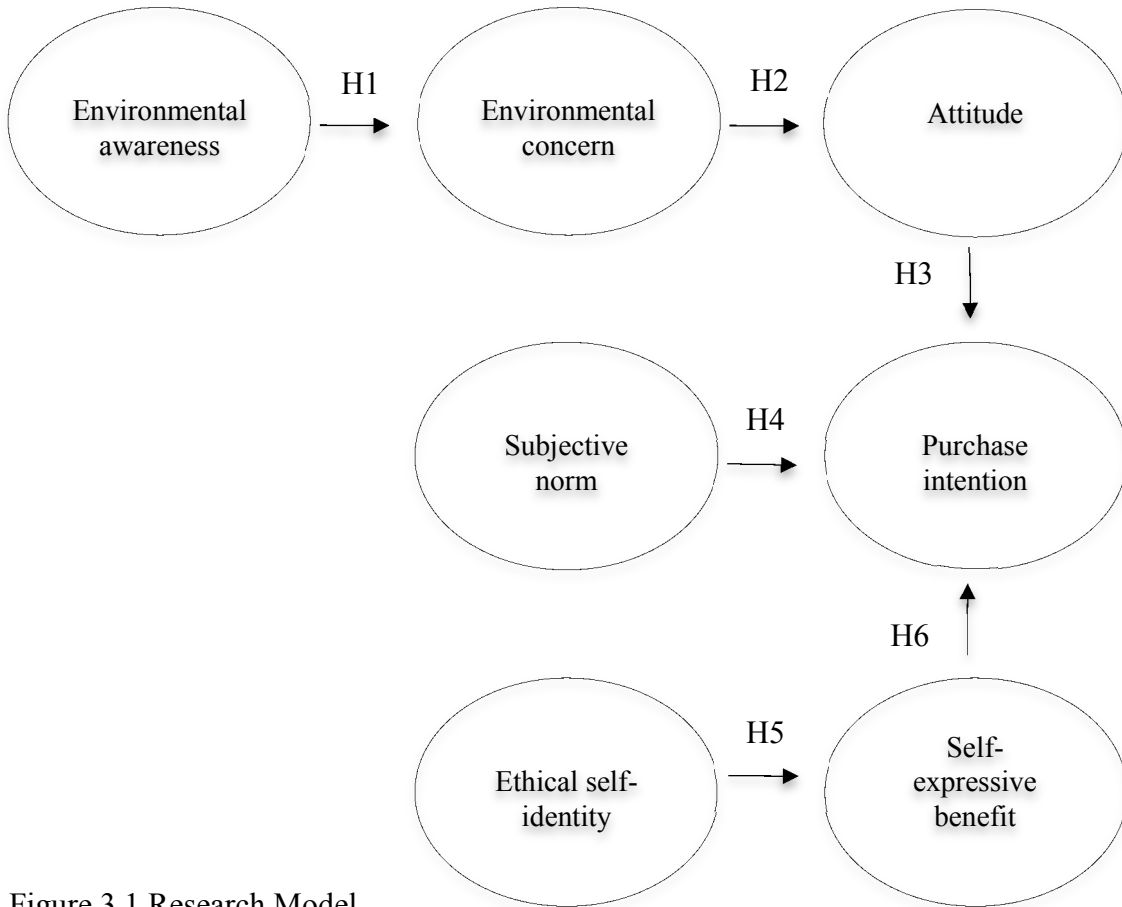


Figure 3.1 Research Model

3.1.1 Environmental awareness

Awareness towards environmental issues has gained attention from consumers around the world (Zareie & Navimipour, 2016). Kollmuss and Agyeman (2012) define environmental awareness as knowing the impact of human behavior on the environment (p. 253)". For this study, environmental awareness refers to knowing as the impact of unethical production on the environment. Environmental awareness includes factual

knowledge and acknowledgment of environmental issues (Zareie & Navimipour, 2016). Consumer awareness about companies' ethical behavior has increased (Thompson, 1995), and consumers are exposed to information through various resources such as mass media, social media, direct experience, and word of mouth. The information may positively spotlight a firm's ethical behavior, or it may uncover evidence of unethical behavior. Information search may result in higher levels of consumer awareness about alternative solutions to environmental problems (Bang et al., 2000). Environmental education has also grown to cause environmental concern to heighten (Tilbury, 1995). The ultimate purpose and justification for environmental education is to increase environmental awareness, and in turn, increase environmental concern (Tilbury, 1995).

Seeing the evidence of environmental changes (e.g., extreme weather) and its effects on their lives has made consumers more aware of how their decisions can make a profound impact (Hartmann & Apaolaza-Ibañez, 2012). People will take action toward environmental conservation when their own well-being is threatened (Hopper & Nielsen, 1991). Still, it has been suggested that consumer awareness and understanding of their environmental responsibility may be low due to the lack of information presented to them (Haytko & Matulich, 2009) and consumers need to be fully informed to be able to make effective purchase decisions (Sproles, Geistfeld, & Badenhop, 1978). When consumers are aware of environmental issues, they have increased concerns toward environments and human lives (Murphy, Öberseder, & Laczniak, 2013). Accordingly, it may be expected that those who have are more aware of unethical production and its impact on the environment will be more concerned with the negative environmental impact of unethical production.

According to TRA, beliefs are based on knowledge or what individuals recognize to be true. The environmental awareness and environmental concern factors contribute to the belief component of the TRA model. Using TRA, Marcketti and Shelley (2009) found that knowledge and concern are positively related. Abramson, Barkanova, and Redden (2014) also found there is a significant relationship between knowledge and concern, where knowledge influenced concern. Increased knowledge about radon, a radioactive noble gas and a classified human carcinogen, raised concern about radon (Abramson, Barkanova, Redden, 2014). Since awareness includes actual knowledge (Zareie & Navimipour, 2016), it may be suggested that awareness of the negative long-term effects of radon may lead individuals to be concerned about radiation emitted from radon. Thus, it may be implied that awareness influences concern.

A study by Lyons and Breakwell (1994) found that the strongest difference between teenagers that were concerned with the environment and those who were indifferent was how environmentally aware they are. The authors found that the amount of scientific knowledge and exposure to science programs on television had the highest impact on environmental concern. On the other hand, when consumers are unaware about the environment, then their purchase intention is also influenced. Bray, Johns, & Kilburn's (2010) focus group respondents suggested that they did not have enough knowledge to make ethical decisions, thus limiting their ethical consumption. Lack of knowledge is a factor that may explain a weak association between environmental concern and pro-environmental behavior (Fransson & Gärling, 1999). Since environmental awareness includes knowledge in the definition, it is assumed that the results from knowledge may be similar as with awareness.

Consumers are unlikely to be concerned with the environment if they do not know about problems or potential positive actions (Gifford, & Nilsson, 2014). However, they may be likely to be concerned with the environment if they are they are aware of the issues that are occurring. For example, if consumers are aware of the amount of water used for dyeing textiles, they then may be more concerned the impact dyeing textiles has on the environment. Therefore, it may be assumed is that when environmental awareness increases, then environmental concern also increases (Kim, 1995). Lyons and Breakwell (1994) found that awareness of environmental issues may influence environmental concern. Kim (1995) found that environmental product knowledge had a direct effect on environmental concern. Schusky (1966) found that respondents who were more aware of air pollution problems were more concerned with air pollution. Thus, the impact of environmental awareness on environmental concern is investigated. This study proposes that environmental awareness influences environmental concern because if consumers are more aware of the environmental impact of unethical production, then they may form, or increase, concern for the environmental impact of unethical production.

H1: Environmental awareness influences environmental concern.

3.4.2 Environmental concern

Environmental concern stems from a degree of awareness people have for the environment and supporting efforts to solve the problems, and/or the indication of willingness to contribute to the solution (Hu et al., 2013). Environmental concern may refer to the affect (such as worry) associated with beliefs about environmental issues (Schultz, Shriver, Tabanico, & Khazian, 2004). For this study, environmental concern refers to concern about the negative environmental impact of unethical production.

Additionally, environmental concern has increased (Mason, 2000), and has been found to influenced attitude and behavior (Chekima et al., 2016). A MORI poll from the Co-operative Bank in the UK proposes that one-third of consumers are very concerned with environmental issues (Mason, 2000).

It has been suggested that environmental concern may contribute to ethical consumption (Kim & Choi, 2005). Felix, Asuamah, and Darkwa (2013) found that individuals who are more concerned with the environment are more willing to engage in ethical behaviors; respondents that were highly concerned with environmental issues intended to engage in behaviors in order to help the environment. Chen and Chang (2012) found a positive relationship between environmental concern and purchase intention. Similarly, Bisschoff and Liebenberg (2016) found that environmental concern is positively associated with ethical purchase behavior. It was also found that environmental concern was related to ethical behaviors through consumer readiness to purchase green electricity at a premium price (Hansla et al., 2008).

Environmental concern is the consumer's perception. For example, those exhibiting environmental concern are establishing their perception of an issue, and their perception influences their attitude. Consumers are able to show their feelings through their attitude, hence environmental concern may influence their attitude.

Mostafa (2009) argues that environmental concern and attitude positively affects purchase intention of ethically produced products. When consumers have a higher concern for the environment and have a positive attitude, they are more likely to try and reduce their environmental impact (Singh & Gupta, 2013). McNeill and Moore (2015) found that the consumers' level of environmental concern determines their attitude

toward buying sustainable fashion, adding further evidence that there is a mediating effect between environmental awareness and attitude. Moreover, Kozloff (1994) found that consumer's willingness to pay a premium price for renewable, or green, energy increases when they are more aware about the environmental advantages. In this sense, the awareness of its pro-environmental benefits and the environmental concerns strengthened the positive attitude toward paying more for environmentally friendly products.

Chekima et al. (2016) found that environmental attitude and ethical purchase intention is positively related, due to the increased environmental concerns from consumers' awareness of environmental issues. They also found that consumers who are able to engage in green consumerism, will express favorable attitude as a way to convey and utilize their awareness on the issue. Hartmann and Apaolaza-Ibáñez, (2012) found that environmental concern affects attitude and purchase intention of green energy brands positively, suggesting there is direct and indirect influence of environmental concern. The authors propose that as environmental concern increases, consumers develop a positive attitude toward green energy, thus supporting the direct and indirect effect of environmental concern through attitudes on ethically produced products (Hartmann & Apaolaza-Ibáñez, 2012).

Bang et al. (2000) applied TRA to green energy in order to show that attitude is the mediator between environmental concern and purchase intention. Chen and Tung (2014) and Paul, Modi, and Patel (2015) found attitude to be a mediator between environmental concern and purchase intention. Similarly, Aman, Harun, and Hussein (2012) suggested that consumers who are concerned with the environment will show

favorable attitudes toward eco-friendly products. Since green hotels, renewable energy, and green electricity fall under the umbrella term of ethical production, it is assumed that the findings may be similar. McNeill and Moore (2015) found that the consumers' level of environmental concern might determine their attitude toward sustainable fashion. Furthermore, Paul, Modi, and Patel (2015) found that environmental concern was found to be significant, and positively influence consumer attitude of ethically produced fashion products. Thus, it is proposed that environmental concern for the negative environmental impact of unethical production influences attitude toward ethically produced fashion products.

H2: Environmental concern influences attitude toward ethically produced fashion products.

3.4.3 Attitude toward ethically produced fashion products

TRA proposes that attitude influences intention to engage in behavior, which impacts actual behavior. Attitude is the degree that an individual has a favorable or unfavorable opinion of a behavior (Ajzen, 1991), and includes judgment on whether a behavior is good or bad, and if one wants to do the behavior (Leonard, Graham, & Bonacum, 2004). It is the psychological emotion that is routed through customer perception, and when attitude is positive, behavioral intentions tend to be more positive (Chen & Tung, 2014). Thus, attitude is confirmed to be a main influencer on behavioral intention (Kotchen & Reiling, 2000). For this study, attitude refers to the attitude towards ethically produced fashion products.

Attitudes have been valuable predictors of ethical consumption (Kotchen & Reiling, 2000). Kollmuss and Agyema (2002) argued that attitudes play an important role

in studying pro-environmental behavior and suggested that environmental concern influences attitude, and attitude influences the intention. This is consistent with the study where attitude is mediator between environmental concern and green purchase behavior (Aman, Harun, & Hussein, 2012). With ethically produced products, a positive relationship has been established between attitude and behavioral intention (Mostafa, 2007).

Kollmuss and Agyeman (2002) found individuals who have strong pro-environmental attitudes are more likely to engage in pro-environmental behaviors. A number of studies have found the similar findings in consuming different product categories. Kim and Chung (2011) found that attitude influenced consumer purchase intention for organic skin/hair care products. Dowd and Burke (2013) found that attitude influenced consumer intention to purchase ethically sourced food. Furthermore, Phau, Teah, and Chuah (2015) found that attitude towards purchase behavior of products that were made in a sweatshop have a direct influence on purchase intention, and the willingness to pay more for an item that was produced ethically. Yan, Hyllegard, and Blaesi (2012) discovered that attitude would predict consumer purchase intention for ethically produced fashion products. According to Chan & Wong (2012), consumer's environmental attitude influences their ethical fashion purchase intention. Since ethically produced is an umbrella term that includes organic, sweatshop-free, and ethically sourced food, we assume that the findings may be similar. Thus, it is proposed that attitude toward ethically produced fashion products impacts purchase intention of ethically produced fashion products.

H3: Attitude toward ethically produced fashion products influences purchase intention of ethically produced fashion products.

3.4.4 Purchase intention of ethically produced fashion products

TRA suggests that the intention to engage in a behavior precedes the actual behavior. In this context, intention refers to the willingness or readiness to participate in behavior that is under consideration (Paul, Modi, & Patel, 2015). Purchase intention refers to the likelihood that consumers will plan to or be willing to purchase a specific product, and it is the step directly before performing the actual purchase (Hsiao, Wu, & Yeh, 2011). Thus, intentions are direct predictors of actual behavior (Tarkiainen & Sundqvist, 2005). Ethically produced products purchase intention can be explained as customers' willingness to purchase ethically produced fashion products. Ethical purchase behaviors may include selecting recyclable products, being socially responsible, and participating in actions in order to protect the environment (Fraj & Martinez, 2006). For this study, purchase intention refers to purchase intention of ethically produced fashion products.

3.4.5 Subjective norm

Subjective norm is the social pressure to either function, or not to function, in a perceived way (Ajzen, 1987). The influence may come from those who are important to the person, for example, friends, family members, or co-workers (Hee, 2000). TRA proposes that subjective norm influences intention to engage in behavior, which impacts actual behavior. It has been found that consumers that have a positive subjective norm toward the directed behavior, then the behavioral intention is more likely positive (Han & Kim, 2010). Subjective norm is an important factor affecting behavioral intention of

ethical consumption. Previous research has found that when a customer views their significant other endorsing green purchase behavior, they are more likely to adopt these behaviors (Paul, Modi, & Patel, 2015). This suggests peer group influence on purchasing ethically produced products.

Ham, Jeger, and Ivkovic (2015) argue that subjective norm plays an important role when analyzing green food purchase. Vermeir and Verbeke (2008) and Chen (2007) found a positive relationship between subjective norm and purchase intention of organic and sustainable food. Dowd and Burke (2013) found that subjective norm influenced consumer intention to purchase ethically sourced food. Kim and Chung (2011) found that subjective norm influenced consumer purchase intention for organic skin/hair care products. Yan, Hyllegard, and Blaes (2012) discovered that subjective norm is able to predict purchase intention of ethically produced fashion products. Since ethical purchase behaviors include choosing recyclable products, are socially responsible, and may participate in other actions in order to protect the environment (Fraj & Martinez, 2006), it may be considered that this research may have similar results. Thus, it is proposed that subjective norm influences purchase intention of ethically produced fashion products.

H4: Subjective norm influences purchase intention of ethically produced fashion products.

3.4.6 Ethical self-identity

Consumer self-identity is another psychographic variable that has been related to ethical consumption. Self-identity is how individuals perceive themselves (Grubb & Grathwohl, 1967). As mentioned earlier, ethical consumption embraces consumer concern over environmental issues, human rights, and animal testing; being an ethical

consumer may mean purchasing products that are not socially or environmentally harmful. As ethical issues become important to an individual it develops into part of their self-identity (Shaw et al., 2006). Therefore, an ethical consumer may think of themselves as having an ethical self-identity.

Self-identity has been found to be an important motive for consumers to purchase ethically produced products (Barbarossa & Pelsmacker, 2016). Self-identity has also been used to predict behavioral intentions for environmental behavior (Park & Lee, 2005). McCarty and Shrum (1994) found that self-identity positively influenced consumers to recycle. Ethical consumers have been found to have higher levels of self-identity intentions than non-purchasers of ethically produced products (Ma & Lee, 2012).

According to the Self-completion Theory, possession and use of symbols reflects one's self-image, which adds to the notion that brands are a way to convey self-identity (Casidy, 2012). With the Self-congruity Theory, consumers who perceive the product image to match their self-image (or identity) may have a higher level of purchase intention (Sirgy, 1986). Azevedo and Farhangmehr (2005) found significant positive correlations between self-concept and brand personality congruence in the fashion apparel industry. Jägel, Keeling, Reppel, and Gruber (2012) found that consumers use ethical clothing to communicate an image to others and express their self-identity. The authors mention that style is an important factor of ethical purchase intention because it helps consumers create a better self-image.

Whitmarsh and O'Neill (2010) found evidence for the importance of self-identity in predicting ethical consumption and pointed out that pro-environmental self-identity was the strongest predictor of pro-environmental behavior. Ethical consumption is a

form of symbolic consumption, as the consumer practices an ethical lifestyle or identity (Moisander, 2001). Studies suggest that consumers with self-identity intentions are more willing to engage in ethical consumption (Stern & Dietz, 1994; Schultz, 2001; Follows & Jobber, 2000). When a consumer views themselves as being ethical, they are likely to act ethically in order to protect and support their own ethical self-identity. Furthermore, those who place high importance on ethical issues might pay more attention to their ethical social concept (how others view them) in regards to product selection. Thus, they may receive validation, through self-expressive benefit.

According to the Self-congruity Theory, consumers purchase items that have an image that is consistent with their own self-image (Sirgy, 1986), and a motive for that behavior is to receive self-expressive benefit. Self-expressive benefit is a reward that is received when an individual displays behavior attempting to expose individual attributes and feel a sense of value while expecting to receive acknowledgment for this behavior (Hartmann & Apaolaza-Ibañez, 2012). In this context, consumers that express their ethical self-identity may receive the benefits from the self-expression. In this light, the self-expressive benefit may be the mediating variable between ethical self-identity and purchase intention.

Furthermore, consumers who are engaging in ethical consumption as an extension of their ethical self-identity may be receiving acknowledgment for protecting or promoting their ethical self-identity. Consumers may perceive individual benefit as a result of pro-environmental behavior (Hartmann & Apaolaza-Ibañez, 2008). For example, Sparks and Shepherd (1992) found that consumers who identify with being an ethical

consumer purchase more organic food than those who do not (Sparks & Shepherd, 1992). Therefore, it is proposed that ethical self-identity influences self-expressive benefit.

H5: Ethical self-identity influences self-expressive benefit of wearing ethically produced fashion products.

3.4.7 Self-expressive benefit of wearing ethically produced fashion products

Self-expressive benefit is a reward that is received when an individual displays behavior attempting to expose individual attributes and feel a sense of value while expecting to receive acknowledgment for this behavior (Hartmann & Apaolaza-Ibáñez, 2012). Consumers may perceive individual benefit as a result of pro-environmental behavior (Hartmann & Apaolaza-Ibáñez, 2008). Furthermore, fashion may be viewed as a symbolic production that expresses our inner individual personality (Niinimäki, 2010). Ethical consumption is a form of symbolic consumption, as the consumer practices an ethical lifestyle or identity (Moisander, 2001).

Self-expression, a psychological motive, may lead consumers to purchase green electricity and the psychological reward that consumers receive from ethical consumption may enhance their purchase intention of ethically produced products (Hartmann & Apaolaza-Ibáñez, 2010). Ethical motives may explain attitude and intention, but may also result in empathy and positive attitudes towards ethical issues (Shaw & Shiu, 2002). With this idea, ethical motives may turn into part of consumers' self-expression (Shaw et al., 2006).

Clothing is not just a necessity but can impact emotions, and apparel can provide feel-good messages to the wearer (Raunio, 1995). For many consumers, clothing is not just a functional need, but also method to gain acceptance and demonstrates social

standing (Shaw et al., 2006). Clothing may also be a means of gaining acceptance from others (Shaw et al., 2006). According to Belz and Dyllik (1996), consumer experience self-expressive benefit by purchasing ethically produced products that are socially visible. Thus, the consumption of ethically produced fashion products in public may stem from a need to get such benefits because consumers are able to show their pro-environmental behavior to others. Consumers may want to purchase ethically produced fashion products because of the reward they feel when they are able to gain acceptance from wearing ethically produced fashion products.

For this study, the Self-completion Theory and the Self-congruity Theory support the notion that consumers use products as a way to get their self-expressive benefits. The self-completion theory explains the idea that consumers use brands as a way to protect and support their own self-identity (Casidy, 2012). The Self-congruity Theory proposes that the consumer behavior may be explained by the congruence due to a psychological comparison between the product-user image and the consumer's self-concept (Sirgy, 1986). Self-identity refers to how an individual perceives themselves (Grubb & Grathwohl, 1967), and has been found to be a motive for consumers to purchase ethically sourced products (Barbarossa & Pelsmacker, 2016).

According to Hartmann and Apaolaza-Ibáñez (2010), the more a product conveys information about oneself, the greater the benefits from association with the product (Hartmann & Apaolaza-Ibáñez, 2010). Similarly, according to the Self-congruity Theory, the greater the compatibility between the consumer's self-image and the image of the idolized buyer of that product, then the higher the purchase intention of the product (Sirgy, 1986). For example, those who place high importance on ethical issues might pay

more attention to their ethical social concept (how others view them) in regards to product selection (Sirgy, 1986). Clothing may be a means of gaining acceptance from others and demonstrate social standing (Shaw et al., 2006). In this light, consumers may use fashion products as a way to connect to a group. Therefore, it is suggested that consumers that receive self-expressive-benefits from pro-environmental behavior will be more likely to purchase ethically produced fashion products.

Sparks and Shepherd (1992) found that consumers who identify with being an ethical consumer purchase more organic food than those who do not. Similarly, Mannetti et al. (2004) found that consumers who think of themselves as typical recyclers have a greater likelihood to recycle than those who do not. Barbarossa and Pelsmacker (2016) found that ethical self-identity has a positive influence on the intention to purchase ethically produced products and that ethical consumers place a greater importance on the environmental consequences of purchasing products than non-ethical consumers.

Griskevicius, Tybur, and Van den Bergh (2010) found that status motives influence consumers to purchase green products over non-green products. Since organic and green products are considered to be under the umbrella term ethically produced, these findings support that idea self-expressive benefit influences purchase intention of ethically produced fashion products.

H6: Self-expressive benefit of wearing ethically produced fashion products influences purchase intention of ethically produced fashion products.

CHAPTER 4

METHODS

4.1. Data Collection

The primary purpose of this research is to explore factors that influence consumer purchase intention for ethically produced fashion products. Questions about general shopping behaviors, ethical motives, attitude, and demographics were all asked.

4.1.1. Research Design

This research aims to investigate shoppers' motivations and purchase intention for ethically produced fashion products. The researcher believes that a quantitative research approach using a survey is the best method to collect primary data from U.S. consumers. Survey invitations included a link to the survey via email and social media. The survey was created with Qualtrics. Items measured environmental awareness, environmental concern, attitude toward ethically produced fashion products, subjective norm, ethical self-identity, self-expressive benefit from wearing ethically produced fashion products, and purchase intention of ethically produced fashion products. The survey was available online for one week before the data was analyzed.

4.1.2. Sample Selection

This research targets U.S. shoppers as a population to investigate perceptions of ethically produced fashion products. To collect the data, the researcher used a convenience sample and distributed the survey to males and females over the age of

eighteen during September of 2017. Overall, one hundred forty-seven valid questionnaires were completed.

4.2 Survey Development

Table 4.1
Definition of Factors

Factor	Definition	Adapted from
Environmental awareness	Knowing the impact of unethical production on the environment	Kollmuss & Agyeman, 2012
Environmental concern	The degree to which an individual concerns the negative impact of unethical production on the environment, and the willingness to contribute personally to the solution	Dunlap & Jones, 2002
Attitude toward ethically produced fashion products	The degree to which an individual has a favorable or unfavorable evaluation of purchasing ethically produced fashion products	Ajzen, 1991
Purchase intention of ethically produced fashion products	Likelihood that consumers will plan to or be willing to purchase ethically produced fashion products	Hsiao, Wu, & Yeh, 1991
Subjective norm	The perceived social pressure to purchase or not to purchase ethically produced fashion products	Ajzen, 1987
Ethical self-identity	Extent to which individuals perceive themselves as an ethical consumer	Shaw, Bekin, Shiu, Hassan, Hogg, & Wilson, 2006
Self-expressive benefit of wearing ethically produced fashion products	Reward that is received when an individual displays themselves wearing ethically produced fashion products	Hartmann & Apaolaza-Ibáñez, 2012

Environmental awareness measurements were adapted from Diddi and Niehm (2016). The measurement item “I am aware that air pollution can occur during some common dye processes of textiles” was adapted from “Air pollution can occur during some dye processes of textiles”, “I acknowledge that chemical pollutants are produced

during manufacturing of synthetic or manufactured fibers such as polyester” was adapted from “Chemical pollutants are produced during manufacturing of synthetic or manufactured fibers such as polyester”, and “I know that textile dyeing and finishing processes use a lot of water” was adapted from “Textile dyeing and finishing processes use a lot of water.” One measurement was adapted from Suki (2016), which was “Going green products could be a beneficial investment in long-term” adapted to “Ethically produced products could be a beneficial investment for the environment in the long-term.” All four measurements were tested using a seven-point Likert scale (1 = strongly disagree, 7 = strongly agree).

Environmental concern measurements adopted from Gam (2011) are “It is important to me that we try to protect our environment for future generations” and “I am concerned about the impact of clothing production on the environment.” “The increasing destruction of the environment is a serious concern to me” was adapted from “The increasing destruction of the environment is a serious problem.” These are appropriate measurements because they test the concern for the negative impact that unethical production has on the environment. All three measurements were tested using a seven-point Likert scale (1 = strongly disagree, 7 = strongly agree).

Attitude towards purchasing ethically produced fashion products was adapted from Fielding, McDonald, and Louis (2008). Attitude was rated on a seven-point semantic differential scale. The previous paper used “Attitude (I think that performing recycling is...)” and this study adapted it to “Attitude (I think that purchasing ethically produced fashion products is...)” The same scale items were used (bad or good, foolish or wise, unpleasant or pleasant, unsatisfying or satisfying, unfavorable or favorable).

Purchase intention of ethically produced fashion products measurements was adapted from Gam (2011). They are “I would buy ethically production fashion products to help support ethical production” was adapted from “I would buy organic clothing to help support organic farming”, “If available, I would seek out ethically produced fashion products”, was adapted from “If available, I would seek out EFC”, “I would purchase ethically produced fashion products was adapted from “How likely are you to purchase environmentally friendly clothing”, “I am willing to buy an ethically produced fashion product” was adapted from “I am willing to buy an environmentally friendly t-shirt”, and “Whenever possible, I buy fashion products I consider ethically produced” was adapted from “Whenever possible, I buy clothing I consider environmentally safe.” The adaptations are appropriate since environmentally friendly clothing may be included under the broader term of ethically produced fashion products. All measurements were tested using a seven-point scale (1 = very unlikely, 7 = very likely).

Subjective norm was also adapted from Yamoah, Duffy, Petrovici, & Fearn (2016). The three measurements are “Most of my family and friends share my views about buying ethically produced fashion products”, “My decision to buy ethically produced fashion products is influenced by my friends and family”, and “The views of other people that I respect influence my decision to buy ethically produced fashion products.” This study modifies the measurements by replacing fair trade products with ethically produced fashion products. Since fair trade products are included in ethically produced products, this adaptation is acceptable. All three measurements were tested using a seven-point Likert scale (1 = strongly disagree, 7 = strongly agree).

Three measurements of ethical self-identity were adopted from Shaw, Bekin, Shiu, Hassan, Hogg & Wilson (2006). The three measurements were “I think of myself as an ethical consumer”, “I think of myself as someone who is concerned about ethical issues”, and “I am someone more orientated towards purchasing clothing which are ethical in nature.” Since ethically produced fashion products are both environmental and ethical components, three measurements from Hustvedt and Dickson (2009) were adopted. The measurements were “I am a socially responsible consumer”, “I think of myself as someone who is concerned about environmental issues”, and “I think of myself as someone who is concerned about social issues.” All six items were measured on a seven-point Likert scale (1 = strongly disagree, 7 = strongly agree).

Self-expressive benefit of wearing ethically produced fashion products measurements were adapted from Soongil & Yoon (2015). The three measurements were “Being rewarded psychologically is the most important factor in wearing ethically produced fashion products was adapted” from “Being rewarded psychologically is the most important factor in green performance.” “I can express my environmental conservation through green performance (ex. Use of green products)” was adapted to “I can express my environmental conservation through wearing ethically produced fashion products”, and “I feel that I am a better person than others when I am involved with wearing ethically produced fashion products” was adapted from “I feel like I am a better person than others when I am involved in green performance.” The previous study used green performance and this study changed it to wearing ethically produced fashion products. All items were measured on a seven-point Likert scale (1 = strongly disagree, 7 = strongly agree).

Table 4.2
Constructs and Measurement Items

Construct	Items	Adopted/ Adapted from
Environmental awareness	<p>I am aware that air pollution can occur during some common dye processes of textiles</p> <p>I acknowledge that chemical pollutants are produced during manufacturing of synthetic or manufactured fibers such as polyester</p> <p>I know that textile dyeing and finishing processes use a lot of water</p> <p>I understand ethically produced products could be a beneficial investment for the environment in the long-term</p>	<p>Didi & Niehm, 2016;</p> <p>Suki, 2016</p>
Environmental concern	<p>It is important to me that we try to protect our environment for future generations</p> <p>The increasing destruction of the environment is a serious concern to me</p> <p>I am concerned about the impact of clothing production on the environment</p>	Gam, 2011
Attitude toward ethically produced fashion products	<p>I think that purchasing ethically produced fashion products is...</p> <p>Bad or good</p> <p>Foolish or wise</p> <p>Unpleasant or pleasant</p>	Fielding, McDonald, & Louis, 2008

	Unsatisfying or satisfying Unfavorable or favorable	
Purchase intention of ethically produced fashion products	<p>I would buy ethically produced fashion products to help support ethical production</p> <p>If available, I would seek out ethically produced fashion products</p> <p>I would purchase ethically produced fashion products</p> <p>I am willing to buy an ethically produced fashion product</p> <p>Whenever possible, I buy fashion products I consider ethically produced</p>	Gam, 2011
Subjective norm	<p>Most of my family and friends share my views about ethically produced fashion products</p> <p>My decision to buy ethically produced fashion products is influenced by my friends and family</p> <p>The views of other people that I respect influence my decision to buy ethically produced fashion products</p>	Yamoah, Duffy, Petrovici, & Fearne, 2016
Ethical self-identity	<p>I think of myself as an ethical consumer</p> <p>I think of myself as someone who is concerned about ethical issues</p> <p>I am someone more oriented toward purchasing</p>	Shaw, Bekin, Shiu, Hassan, Hogg, & Wilson, 2006;

	<p>products which are ethical in nature</p> <p>I am a socially responsible consumer</p> <p>I think of myself as someone who is concerned about environmental issues</p> <p>I think of myself as someone who is concerned about social issues</p>	Hustvedt & Dickson, 2009
Self-expressive benefit of wearing ethically produced fashion products	<p>Being rewarded psychologically is the most important factor in wearing ethically produced fashion products</p> <p>I can express my environmental conservation through wearing ethically produced fashion products</p> <p>I feel that I am a better person than others when I am involved with wearing ethically produced fashion products</p>	Soongil & Yoon, 2015

CHAPTER 5

ANALYSIS AND RESULTS

5.1 Quantitative Data Analysis

The statistical program SPSS was used to conduct statistical analysis for this research. After removing the unusable responses ($N=5$), which had excessive missing values, there were 147 useable responses for data analysis.

5.1.1 Descriptive statistics

The demographic data were used to analyzed to provide frequencies. The majority (74.8%) of respondents were female ($n = 110$), and more than half of respondents (52%) are married or have a partner. The majority were also full-time employed (64.9%), and more than half of respondents (58.8%) have completed a bachelor's degree as the highest degree. The age ranges were fairly consistent throughout the age group categories, but the majority were between 26 and 29 years old (19.6%). However, the sample as a whole was skewed for gender (*female* = 110, 74.8%; *male* = 37, 25.2%), but there were no significant gender differences found in the relationships between variables. Ethic group was also skewed (*Caucasian* = 84.5%, *Asian* = 6.8%, *African-American* = 3.4%, *Other* = 2.6%, *Hispanic* = 1.4%, *Native-American* = 1.4%). Individual's income level was fairly evenly distributed among the salary ranges with the majority (27%) being between \$40,001 and \$60,000. There were also no significant income differences found in the relationships. Total household income level was fairly evenly distributed among the

salary ranges with the majority (19.6%) being between \$80,001 and \$100,000. Please see Appendix C for the complete demographic tables and graphs.

Reliability

Reliability refers to the quality of the measurement, which shows overall consistency of measurements. Cronbach's alpha and item-to-total correlations were used to calculate the internal consistency of the items. Reliability tests were performed on all 29 items within the 7 constructs. Based on the reliability analysis, it was found that all measurements in this study are reliable or acceptable. It was found that 2 variables, attitude and purchase intention, demonstrated excellent reliability of over .9. Environmental awareness, environmental concern, and ethical self-identity were all over the .7 threshold, showing they had strong reliability. The 2 variables, subjective norm and self-expressive benefit, had reliability of over .6 which indicated an acceptable level of reliability. Cronbach's alpha is shown in Table 5.1.

Table 5.1
Reliability Statistics

Variables	Cronbach's Alpha	Number of Items
Environmental awareness	.777	4
Environmental concern	.763	3
Attitude	.959	5
Purchase intention	.910	5
Subjective norm	.665	3
Ethical self-identity	.882	6
Self-expressive benefit	.649	3

Correlation

Pearson correlation coefficient was conducted to assess the relationship between the factors proposed in the study. Table 5.2 presents the results of the correlation analysis, showing positive relationships between all factors.

Environmental awareness had a moderately positive correlation with environmental concern ($r = .582, p < .0001$) and environmental awareness had a significant relationship with attitude toward ethically produced fashion products ($r = .190, p = .021$). Environmental awareness also had a moderately positive association with purchase intention of ethically produced fashion products ($r = .536, p < .0001$) and ethical self-identity ($r = .461, p < .0001$). Environmental awareness was positively correlated with subjective norm ($r = .322, p < .0001$) and self-expressive benefit ($r = .339, p < .0001$).

Environmental concern had a strong positive correlation with purchase intention of ethically produced fashion products ($r = .653, p < .0001$) and ethical self-identity ($r = .697, p < .0001$). Environmental concern was positively related to attitude toward ethically produced fashion products ($r = .233, p < .0001$), self-expressive benefit ($r = .358, p < .0001$), and subjective norm ($r = .397, p < .0001$).

Attitude toward ethically produced fashion products and purchase intention of ethically produced fashion products showed a moderate positive correlation ($r = .349, p < .0001$). Attitude toward ethically produced fashion products and subjective norm ($r = .166, p = .044$) and ethical self-identity ($r = .330, p < .0001$) were also both positively correlate. However, attitude toward ethically produced fashion products and self-expressive benefit ($r = .147, p = .076$) did not have a significant relationship.

Purchase intention of ethically produced fashion products showed a strong positive correlation with ethical self-identity ($r = .758, p < .0001$). Purchase intention of ethically produced fashion products and subjective norm had a moderate correlation ($r =$

.417, $p < .0001$) and self-expressive benefit ($r = .441, p < .0001$). Ethical self-identity and self-expressive benefit were also positively related ($r = .390, p < .0001$).

Table 5.2
Correlations Among Variables

Variables	1.	2.	3.	4.	5.	6.	7.
1. Environmental awareness	1						
2. Environmental concern	.582**	1					
3. Attitude	.190*	.233**	1				
4. Purchase intention	.536**	.653**	.349**	1			
5. Subjective norm	.322**	.397**	.166*	.417**	1		
6. Ethical self-identity	.461**	.697**	.330**	.758**	.346**	1	
7. Self-expressive benefit	.339**	.358**	.147	.441**	.306**	.390**	1

**Correlation is significant at the 0.01 level

* Correlation is significant at the 0.05 level

Hypothesis testing

To test the hypothesis, a series of regression analyses were conducted. See Table 5.3 for hypothesis testing results.

Table 5.3
Hypothesis and Standard Coefficients

Hypothesis	IV	DV	R ²	Beta	*Sig.	Supported
H1	Environmental awareness	Environmental concern	.347	.582	.000	Yes
H2	Environmental concern	Attitude	.073	.229	.005	Yes
H3	Attitude	Purchase intention	.124	.257	.000	Yes
H4	Subjective norm	Purchase intention	.178	.273	.000	Yes
H5	Ethical self-identity	Self-expressive benefit	.171	.398	.000	Yes

H6	Self-expressive benefit	Purchase intention	.199	.322	.000	Yes
----	-------------------------	--------------------	------	------	------	-----

*Significant at the 0.05 level

Regression for H1 revealed that environmental awareness accounted for 34.7% of the variability for environmental concern ($R^2 = .347$, $\beta = .582$, $p < .0001$). Environmental awareness was a significant predictor of environmental concern controlling for other covariates. Therefore, environmental awareness influences environmental concern.

It was also found that 7.3% of the variation of attitude toward ethically produced fashion products can be explained by environmental concern ($R^2 = .073$, $\beta = .229$, $p = .005$). Therefore, it may be confirmed that environmental concern significantly predicts attitude toward ethically produced fashion products and H2 is supported.

Regression for H3 found 12.4% of the variation of purchase intention of ethically produced fashion products can be explained by attitude toward ethically produced fashion products ($R^2 = .124$, $\beta = .446$, $p < .0001$). Thus, confirming the hypothesis that attitude toward ethically produced fashion products influences purchase intention of ethically produced fashion products.

For H4, regression revealed that subjective norm accounted for 17.8% of the variability for purchase intention of ethically produced fashion products ($R^2 = .178$, $\beta = .273$, $p < .0001$). This lends support that subjective norm influences purchase intention of ethically produced fashion products

Regression for H5 found that ethical self-identity accounted for 17.1% of the variability of self-expressive benefit ($R^2 = .171$, $\beta = .398$, $p < .0001$). Therefore, H5 is confirmed and ethical self-identity influences self-expressive benefit.

Self-expressive benefit showed 19.9% variability in predicting purchase intention of ethically produced fashion products ($R^2 = .199$, $\beta = .322$, $p < .0001$). Thus, H6 is confirmed and self-expressive benefit influences purchase intention of ethically produced fashion products. All hypotheses are supported at the 0.05 level of significance.

CHAPTER 6

DISCUSSION AND IMPLICATIONS

As a result of imperfect marketing choices, the purchasing strategies of ethical consumers may be difficult to define. Although there are many new resources, consumers are widely left to make their own purchase decisions based on utilizing their own means. This study explored consumer attitude toward ethically produced fashion products, while also researching motivations for purchase intention of ethically produced fashion products. As mentioned earlier, there is a lack of information surrounding this subject. The findings of this study may prove to add to the gap in literature and create a foundation for future researchers to investigate this topic. The findings may also assist retailers and marketers in understanding the ethical attitudes of consumers, as well as their motivations.

The major findings of this study were that ethical self-identity significantly influenced purchase intention of ethically produced fashion products. The responses supported all the hypotheses within the data analysis. Secondary findings suggest that consumers who think more about ethics while shopping are more likely to have a stronger purchase intention of ethically produced fashion products. This provides evidence that consumers are responsive to ethical production issues and are also applying their knowledge to their purchase behaviors. Consumers are now considering the environmental impact of fashion products before making purchase decisions, and this is influencing their purchase intention of ethically produced fashion products. Thus,

retailers should devote more efforts to showcase ethically produced fashion products. This will make it easier for consumers to make informed purchase decisions. Fashion products that have negative consequences on the environment may be disadvantaged as the consumer considers the environmental impact of that product. Retailers may need to decrease their negative environmental impact in order to show consumers that they are aware and taking responsibility for their role in ethical production. It is morally and ethically desirable for marketers to strive to increase ethical activities (Carrigan & Attalla, 2001).

The lack of product information leaves consumers without the ability to show their ethics through “purchase votes”. If the consumer had more product information, not just the assumed country of origin tag, they might be able to make buying decisions based on their personal views. This is similar to the way that consumers can readily find food that is labeled fair-trade or organic in a grocery store. Consumers are aware of the negative impact of unethical production on the environment, therefore retailers may need to be more transparent and clearly communicate their ethical endeavors. There is a role for retailers to communicate ethical production practices more effectively. Consumers also need to be able to easily compare and contrast ethical behavior of different retailers if their ethical values influence their purchase intention. This may include eco-labeling to adequately convey ethical production efforts.

Many respondents were aware of the negative environmental impact of the environment and consumers are still finding various ways to research the information themselves. It was found that consumers that are more aware of the negative environmental impact of unethical production are more likely to be concerned with the

impact of unethical production on the environment. Thus, H1 is supported and environmental awareness influences environmental concern. The increase in environmental awareness leads to an increase of environmental concern. Retailers may also use this information to create more awareness for the ethically produced fashion products they have created. They may advertise their products on ethical websites that consumers might be reading in order to gain more environmental awareness. This would benefit the retailer by creating awareness for the products they are selling, but also may create more environmental awareness to consumers about what is happening in the fashion industry in general. As mentioned earlier, there is a gap in research surrounding the influence of environmental awareness on environmental concern in this context. The findings from this study can add to the gap and establish a basis for future studies on this topic.

Through this research, it was found that environmental concern had a positive correlation with purchase intention of ethically produced fashion products. Specifically for H2, it was found that consumers who were more concerned about the negative environmental impact of the environment had a more positive attitude toward ethically produced fashion products. It was also found it was found that attitude toward ethically produced fashion products influences purchase intention of ethically produced fashion products, lending support for H3. This is aligned with previous research by Mostafa (2009) who argued that environmental concern and attitude positively affects purchase intention of ethically produced products. Furthermore, when consumers have a higher concern for the environment and have a positive attitude, they are more likely to try and reduce their environmental impact (Singh & Gupta, 2013). This is also similar to another

previous study that found environmental concern was related to ethical behaviors through consumer readiness to purchase green electricity at a premium price (Hansla et al., 2008). It has also been suggested that environmental concern directly contributes to ethical consumption (Kim & Choi, 2005). Chen and Chang (2012) found a positive relationship between the environmental concern and purchase intention. Similarly, Bisschoff and Liebenberg (2016) found that environmental concern is positively associated with ethical purchasing behavior. These findings provide retailers with useful information concerning consumers and their purchase intention. Irland (1993) suggested that if a consumer is able to help improve the quality of the environment by purchasing ethically sourced products then there is a higher purchase intention of green products, regardless if the price is higher. Consumers want to purchase ethically produced fashion products and retailers may need to create new products, or change current production procedures, in order to fulfill this demand.

The results also found that subjective norm is a predictor of purchase intention of ethically produced fashion products, thus lending support for H4. These results are similar to a study from Paul, Modi, & Patel (2015) who found that when a customer views their significant other is endorsing green purchase behavior, they are more likely to adopt these behaviors. Furthermore, Yan, Hyllegard, and Blaesl (2012) observed that subjective norm is able to predict purchase intention of ethically produced fashion products. Since subjective norm influences purchase intention of ethically produced fashion products, retailers may use this information to their advantage. Retailers may use advertisements with celebrities wearing ethically produced fashion products. This may lead consumers to also want the products in order to be more like those they idolize.

They may also use marketing methods that suggest family and friends also wear ethically produced fashion products, in order to entice more consumers to purchase ethically produced fashion products. These findings also lend more evidence to the prior literature surrounding subjective norm and purchase intention, especially in the ethical fashion field.

Regarding H5, ethical self-identity was found to influence self-expressive benefit. Ethical consumers that express their ethical self-identity may receive the benefits from the self-expression. Self-expressive benefit was also found to influence purchase intention of ethically produced fashion products, supporting H6. Fashion may be a means of expression and consumers may purchase a product in hopes to fulfill an emotional need. For many consumers, clothing is not just a functional need, but also is a means of gaining acceptance and demonstrates social standing (Shaw et al., 2006). They may also purchase products that are viewed as trendy in order to fulfill the need to impress others (Cao et al., 2014). Consumers may also express themselves and brands are a way to convey self-identity (Casidy, 2012).

Consumers may be using the self-expressive benefit received when wearing ethically produced fashion products as the motive that increases purchase intention of ethically produced fashion products. Belz and Dyllik (1996) agree that consumers experience self-expressive benefit by purchasing ethically produced products that are socially visible. Retailers can create products that ethical consumers can wear in order to showcase their ethical self-identity. Ethical consumers want to wear their ethics, therefore retailers should create more fashion products that are created ethically in order to appeal to ethical consumers. They also want to be acknowledged for being an ethical consumer

and wearing ethically produced products. This may include ethically produced fashion products that include words or sayings that ethical consumers can identify with, such as a simple “Ethically Produced” logo on a dress. This would be similar to a vegan wearing a shirt that says, “Animals Are Friends Not Food.”

From a practitioner perspective, understanding ethical fashion purchase intention may highlight areas for policy development, such as educating customers, satisfying consumer demand for ethically produced fashion products, and reducing the environmental impact of the fashion production industries. In research concerning factors that influence purchase intention of ethically produced fashion products, the past literature focuses on sociodemographic variables, such as age and gender, and economic factors, such as price, while this study concentrates on psychological factors. For example, this research studies influence of environmental awareness on environmental concern and ethical self-identity on self-expressive benefit. Both relationships are scarcely researched in this context. This original perspective lends evidence for these motivations to purchase ethically produced fashion products and may be used as a starting platform for future studies. Firms selling ethically produced fashion products should be aware of what motivates consumers. By knowing this information, retailers can more effectively create and market products to reach their target market. Furthermore, this study may fill the gap in the literature and provide more information as to why consumers’ purchase ethically produced fashion products.

CHAPTER 7

LIMITATIONS

This study contributes to the theoretical research on the factors that influence purchase intention of ethically produced fashion products. However, the present study has a few limitations and it is necessary to discuss these to clarify generalization. This research used a convenience sample of family and friends, which may have influenced results. A convenience sample may not adequately represent the whole population, since the responses came from family and friends. This method may create a possible bias because it is the views of a specific group of people, not the whole population. Furthermore, the network of family and friends may have similar thoughts and values. Future studies should use a wider range of respondents from across the United States.

The study also has a skewed ethnic group with 84.5% of respondents being Caucasian and the other ethnic groups are underrepresented. The research does not take in account enough other ethnic groups, therefore is not an accurate depiction of the population's views. Future research should have more ethnic groups represented. It would be also beneficial for future researchers to investigate the influence of ethnicity on purchase intention of ethically produced fashion products. Furthermore, there is a skewed gender demographic (female = 110, male = 37), and it may be appropriate to duplicate this study with a larger male sample. Gender in the United States is more evenly distributed, therefore it is important to have responses more equally represented among

genders. Given the financial and time constraints, this survey was also only available for participation for one week. This does not allocate enough time for more responses and additional people may be interested in participating. It would be beneficial to allocate a longer length of time to allow for more responses. The study also may be subject to social desirability bias, which is a limitation of self-reported surveys. Respondents may have answered questions in order to feature themselves more desirably. Even though the survey was anonymous, respondents still may want to be viewed as favorable.

REFERENCES

- Abălăeșei, M. (2014). Electronic word of mouth: How much do we know?. *Network Intelligence Studies*, 2(4), 135-142.
- Abramson, Z., Barkanova, S., & Redden, A. (2014). Concerning Knowledge: Assessing Radon Knowledge and Concern in Rural Nova Scotia. *Journal of Rural & Community Development*, 9(2), 102-111.
- Adams, M., & Raisborough, J. (2008). What can Sociology say about FairTrade? Class, Reflexivity and Ethical Consumption. *Sociology*, 42 (6), 1165-1182.
- Ajzen, I. (1987). Attitudes, traits, and actions: Dispositional prediction of behavior in social psychology. *Advances in Experimental Social Psychology*, 20, 1–63.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50 (2), 179–211.
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Englewood Cliffs, NJ: Prentice-Hall.
- Akenji, L. (2014). Consumer scapegoatism and limits to green consumerism. *Journal of Cleaner Production*, 63, 13-23.
- Akenji, L., Hotta, Y., Bengtsson, M., & Hayashi, S. (2011). EPR policies for electronics in developing Asia: an adapted phase-in approach. *Waste Management and Research*, 29, 919-930.
- Allwood, J. M., Laursen, S.E., Rodriguez, C.M., & Brocken, N.M.P. (2006). *Well dressed? The present and future sustainability of clothing and textiles in the United Kingdom*. Cambridge, UK, University of Cambridge Institute for Manufacturing.
- Aman, A. L., Harun, A., & Hussein, Z. (2012). The influence of environmental knowledge and concern on green purchase intention the role of attitude as a mediating variable. *British Journal of Arts and Social Sciences*, 7(2), 145-167.

- Anon (2002) Why buy ethically? An introduction to the philosophy behind ethical purchasing. Available online at: www.ethicalconsumer.org Arnst, C., Reed, S., McWilliams, G., & Weimer, D. (1997). When green begets green. *Business Week*, 98-106.
- Auger, P., Burke, P., Devinney, T., & Louviere, J. (2003) What Will Consumers Pay for Social Product Features? *Journal of Business Ethics* 42. 281–304.
- Azevedo & Farhangmehr. (2005). Clothing branding strategies: Influence of brand personality on advertising response. *Journal of Textile and Apparel, Technology and Management*, 4(3), 1-13.
- Bang, H., Ellinger, A. E., Hadjimarcou, J., & Traichal, P. A. (2000). Consumer Concern, Knowledge, Belief, and Attitude toward Renewable Energy: An Application of the Reasoned Action Theory. *Psychology & Marketing*, 17(6), 449-468.
- Banjo, S. (2014). Inside Nike's Struggle to Balance Cost and Worker Safety in Bangladesh. Retrieved from <http://www.wsj.com/articles/SB10001424052702303873604579493502231397942>
- Barbarossa, C., & Pelsmacker, P. (2016). Positive and Negative Antecedents of Purchasing Eco-friendly Products: A Comparison Between Green and Non-green Consumers. *Journal of Business Ethics*, 134(2), 229-247
- Beard, N. D. (2008). The branding of ethical fashion and the consumer: a luxury niche or mass market reality?. *Fashion Theory*, 12(4), 447-467.
- Belk, R.W. (1984). Three scales to measure constructs related to materialism: Reliability, validity, and relationships to measures of happiness. *Advances in Consumer Research*, 11(1), 291-297.
- Belk, R.W. (1988). Possessions and the extended self. *Journal of Consumer Research*, 15, 139-168.
- Belk, R.W., Devinney, T., & Eckhardt, G. (2005). Consumer ethics across cultures. *Consumption, Markets, and Culture*, 8(3), 275-289.
- Belz, F. & Dyllik, T. (1996). Ökologische positionierungsstrategien (Ecological positioning strategies) in Tomczak, T.R. and Roosdorp, A. (Eds), *Positionierung – Kernentscheidung des Marketing*, Thexis Verlag, St Gallen, pp. 170-179.
- Bisschoff, C., & Liebenberg, P. (2016). Identifying Factors that Influence Green Purchasing Behavior in South Africa. *Society For Marketing Advances Proceedings*, 174-189.

- Biswas, A., & Roy, M. (2016). Impact of Social Media Usage Factors on Green Choice Behavior Based on Technology Acceptance Model. *Journal of Advanced Management Science*, 4(2), 92-97
- Black, S. (2008). *Eco-chic: The fashion paradox*. London, United Kingdom: Black Dog.
- Blili, V. (2010). Ethical products and consumer involvement: what's new, *European Journal of Marketing*, 44(9-10), 1305 - 1321
- Braun, O.L., & Wicklund, R.A. (1989). Psychological antecedents of conspicuous consumption. *Journal of Economic Psychology*, 19(2), 161-187
- Bray, J., Johns, N., & Kilburn, D. (2011). An exploratory study into the factors impeding ethical consumption. *Journal of business ethics*, 98(4), 597-608.
- Casidy, R. (2012). Discovering consumer personality clusters in prestige sensitivity and fashion consciousness context *Journal of International Consumer Marketing*, 24(4), 291-299.
- Carrigan, M., & Attalla, A. (2001). The myth of the ethical consumer-do ethics matter in purchase behaviour? *Journal of Consumer Marketing*, 18(7), 560-578.
- Chan, T. Y., & Wong, C. W. (2012). The consumption side of sustainable fashion supply chain: Understanding fashion consumer eco-fashion consumption decision. *Journal of Fashion Marketing and Management: An International Journal*, 16(2), 193-215.
- Chekima, B., Syed Khalid Wafa, S. W., Igau, O. A., Chekima, S., & Jr.Sondoh, S. L. (2016). Examining green consumerism motivational drivers: does premium price and demographics matter to green purchasing?. *Journal of Cleaner Production*, 11 (2), 3436-3450.
- Chen, M. F. (2007). Consumer attitudes and purchase intentions in relation to organic foods in Taiwan: Moderating effects of food-related personality traits. *Food Quality and Preference*, 18(7), 1008-1021.
- Chen, M.-F., & Tung, P.-J. (2014). Developing an extended Theory of Planned Behaviour model to predict consumers' intention to visit green hotels. *International Journal of Hospitality Management*, 36, 221-230.
- Chen, Y., & Chang, C. (2012). Enhance Green Purchase Intentions: The Roles of Green Perceived Value, Green Perceived Risk, and Green Trust. *Management Decision*, 50(3), 502-520.

- Choo, H-J, Chung, J-E, & Pysarchik, DT (2004). Antecedents to new food product purchasing behavior among innovator groups in India', *European Journal of Marketing*, (38)5/6, 608-625.
- Claudio, L. (2007). Waste couture: Environmental impact of the clothing industry. *Environmental Health Perspective*, 115, 449-454.
- Cooper-Martin, E., & Holbrook, M.B. (1993). Ethical consumption experiences and ethical space. *Advances in Consumer Research*, 20(1), 113-118.
- Costa Pinto, D., Nique, W. M., Maurer Herter, M., & Borges, A. (2016). Green consumers and their identities: how identities change the motivation for green consumption. *International Journal of Consumer Studies*, 40(6), 742-753.
- Cotte, J., & Trudel, R. (2008). Does being ethical pay?. *The Wall Street Journal*, 12, R1.
- Crane, A. (2001). Unpacking the ethical product. *Journal of Business Ethics*, 30(4), 361-374.
- Creyer, E.H., & Ross, W.T. (1997). The influence of firm behavior on purchase intention: do consumers really care about business ethics?. *Journal of Consumer Marketing*, 14 (6), 421-33.
- De Jesus, J. (2012). Ethical Style: There Are Still Sweatshops in America. Retrieved from website: [https://www.good.is/articles/ethical-style there-are-still sweatshops-in-america](https://www.good.is/articles/ethical-style-there-are-still-sweatshops-in-america)
- Dickinson, R. & Carsky, M. (2005) The consumer as voter: an economic perspective on ethical consumer behaviour. In: R. Harrison, T. Newholm and D.Shaw (eds) *The Ethical Consumer*, London: Sage, 25-36.
- Diddi, S., & Niehm, L.S. (2016) Corporate Social Responsibility in the Retail Apparel Context: Exploring Consumers' Personal and Normative Influences on Patronage Intentions, *Journal of Marketing Channels*, 23(1-2), 60-76.
- Didier, T., & Lucie, S. (2008). Measuring consumer's willingness to pay for organic and fair trade products. *International Journal of Consumer Studies*, 32(5), 479-490.
- Dittmar, H., Beattie, J., & Friese, S. (1996). Objects, decision considerations and self-image in men's and women's impulse purchases. *Acta Psychologica*, 93(1), 187-206.
- Doane, D. (2001). *Taking Flight: The Rapid Growth of Ethical Consumerism*. London: New Economics Foundation.

- Dowd, K., & Burke, K. J. (2013). The influence of ethical values and food choice motivations on intentions to purchase sustainably sourced foods. *Appetite*, 69, 137-144.
- Dragon International (1991). *Corporate Reputation: Does the Consumer Care?* London: DragonInternational.
- Dunlap, R. E., & Kent D. V. L. (1978). The new environmental paradigm. *Journal of Environmental Education*, 9(4), 10-19.
- Dunlap, R. E. & Jones, R. (2002). Environmental Concern: Conceptual and Measurement Issues. In *Handbook of Environmental Sociology* edited by Dunlap and Michelson. 482-542. London: Greenwood Press.
- Elliott, K. A. & Freeman, R.B. (2001). White Hats or Don Quixotes? Human Rights Vigilantes in the Global Economy. Working paper No. 8102, National Bureau of Economic Research, Cambridge, MA.
- Felix, A-T., Asuamah, S.Y., & Darkwa, B. (2013). Environmental concern: A survey of students attitude in Sunyani Polytechnic. *International Journal of Innovative Research in Management*, 2(3).
- Ferrell, O. C., Crittenden, V. L., Ferrell, L., & Crittenden, W. F. (2013). Theoretical development in ethical marketing decision making. *AMS Review*, 3(2), 51–60.
- Fielding, K. S., McDonald, R., & Louis, W. R. (2008). Theory of planned behaviour, identity and intentions to engage in environmental activism. *Journal of Environmental Psychology*, 28(4), 318-326.
- Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention, and behavior: An introduction to theory and research. Reading, MA: Addison-Wesley.
- Flash Eurobarometer. (2009). Europeans' attitudes towards the issue of sustainable consumption and production. Flash Eurobarometer 256, The Gallup Organisation, at the request of the Directorate-General for the Environment of the European Commission
- Follows, S.B., & Jobber, D. (2000). Environmentally responsible purchase behaviour: a test of a consumer model. *European Journal of Marketing*, 34, 723–746.
- Fraj, E., & Martinez, E. (2006). Environmental values and lifestyles as determining factors of ecological consumer behaviour: an empirical analysis. *Journal of Consumer Marketing*, 23(3), 133-144.

- Fransson, N., & Gärling, T. (1999). Environmental concern: Conceptual definitions, measurement methods, and research findings. *Journal of environmental psychology*, 19(4), 369-382.
- Gelb, B.D. (1995). More boycotts ahead? Some implications. *Business Horizons*, 38(2), 70-77.
- Gifford, R., & Nilsson, A. (2014). Personal and social factors that influence pro environmental concern and behaviour: A review. *International Journal of Psychology*, 49(3), 141-157.
- Goffman, E. (1959). *The presentation of self in everyday life*. Garden City, NJ: Doubleday.
- Guercini, S., & Ranfagni, S. (2013). Sustainability and luxury: the Italian case of a supply chain based on native wools. *Journal of Corporate Citizenship*, 2013(52), 76–89.
- Guthrie, D. (2012). Building Sustainable and Ethical Supply Chains. Forbes. Forbes Magazine.
- Griskevicius, V., Tybur, J.M., & Van den Bergh, B. (2010). Going green to be seen: status, reputation, and conspicuous conservation. *Journal of Personality and Social Psychology*, 98(3), 392–404.
- Greenhouse, S. (Belk, R.W. (1984). Three scales to measure constructs related to materialism: Reliability, validity, and relationships to measures of happiness. *Advances in Consumer Research*, 11(1), 291-297.
- Grubb, E. L., & Grathwohl, H. L. (1967). Consumer self-concept, symbolism and market behavior: A theoretical approach. *The Journal of Marketing*, 22-27.
- Ha, H.-Y., & Janda, S. (2012). Predicting consumer intentions to purchase energy-efficient products. *Journal of Consumer Marketing*, 29(7), 461–469.
- Ham, M., Jeger, M., & Ivković, A. F., (2015) The role of subjective norms in forming the intention to purchase green food, *Economic Research-Ekonomska Istraživanja*, 28(1), 738-748.
- Han, H., & Kim, Y. (2010). An investigation of green hotel customers' decision formation: developing an extended model of the theory of planned behavior. *International Journal of Hospitality Management*, 29, 659–668.
- Hansla, A., Gamble, A., Juliusson, A., & Gärling, T. (2008). The relationships between awareness of consequences, environmental concern, and value orientations. *Journal of Environmental Psychology*, 28(1), 1–9.

- Harrison, R., Newholm T. & Shaw, D. (2005) *The Ethical Consumer*. London: Sage.
- Hartmann, P., & Apaolaza-Ibáñez, V. (2008). Virtual nature experiences as emotional benefits in green product consumption: The moderating role of environmental attitudes. *Environment and behavior*, 40(6), 818-842.
- Hartmann, P., & Apaolaza-Ibáñez, V. (2010). Beyond savanna: An evolutionary and environmental psychology approach to behavioral effects of nature scenery in green advertising. *Journal of Environmental Psychology*, 30(1), 119-128.
- Hartmann, P., & Apaolaza-Ibáñez, V. (2012). Consumer Attitude and Purchase Intention toward Green Energy Brands: The Roles of Psychological Benefits and Environmental Concern. *Journal of Business Research*, 65(9), 1254-1263
- Haytko, D.L., & Matulich, E. (2009). Green advertising and environmentally responsible consumer behaviors: Linkages examined. *Journal of Management and Marketing Research*, 1(7), 5-14.
- Hee, S.P. (2000). Relationships among attitudes and subjective norm: testing the theory of reasoned action across cultures. *Communication Studies*, 51(2), 162–175.
- Heida, L. (2014). Can Waterless Dyeing Processes Clean Up the Clothing Industry? Retrieved from http://e360.yale.edu/features/can_waterless_dyeing_processes_clean_up_clothing_industry_pollution
- Hermes, J. (2017). Assessing The Global Environmental Impact On The Fashion World. Retrieved from <https://www.environmentalleader.com/2014/10/assessing-the-environmental-impact-of-the-fashion-world/>
- Hines, J., Hungerford, H., & Tomera, A. (1987). Analysis and Syntheses of research on environmental behaviour: A meta-analysis. *Journal of Environmental Education*, 18(2), 1-8.
- Holmes, P. (2012). Trade and Competition in the New WTO Round. Trade Liberalization, Competition and the WTO.
- Hopper, J., & Nielsen, J. (1991). Recycling as Altruistic Behavior: Normative and Behavioral Strategies to Expand Participation in a Community Recycling Program. *Environment and Behavior*, 23(2), 195-220.
- Hsiao C.R., Wu P.C.S., & Yeh G.Y.Y. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. *Australasian Marketing Journal*, 19, 30-39.

- Hu, M., Horng, J., Teng, C., Chiou, W., & Yen, C. (2013). Fueling Green Dining Intention: The Self-Completion Theory Perspective. *Asia Pacific Journal of Tourism Research*, 19(7), 793-808.
- Hustvedt, G & Dickson, D. (2009). Consumer likelihood of purchasing organic cotton apparel: Influence of attitudes and self-identity. *Journal of Fashion Marketing and Management: An International Journal*, 13(1), 49-65.
- Irland, L.C. (1993). Wood Producers Face Green Marketing Era: Environmentally Sound Products. *Wood Technology* 120(34).
- Gam, H.J. (2011). Are fashion-conscious consumers more likely to adopt eco-friendly clothing?. *Journal of Fashion Marketing and Management: An International Journal*, 15(2), 178-193.
- Jägel, T., Keeling, K., Reppel, A., & Gruber, T. (2012). Individual values and motivational complexities in ethical clothing consumption: A means-end approach. *Journal of Marketing Management*, 28(3-4), 373-396.
- Kaie-Chin, C. (2016). Exploring customers' post-dining behavioral intentions toward green restaurants: An application of theory of planned behavior. *International Journal of Organizational Innovation*, 9(1), 119-134.
- Kim, H.S. (1995) *Consumer Response toward Apparel Products in Advertisements Containing Environmental Claims*. Iowa State University, Ames, IA.
- Kim, Y., & Choi, S.R. (2005). Antecedents of green purchase behaviour: An examination of collectivism, environmental concern and PCE. *Advances in Consumer Research*, 32(1), 592-599.
- Kim, Y., & Chung, J. E. (2011). Consumer purchase intention for organic personal care products. *Journal of Consumer Marketing*, 28(1), 40-47.
- Kozlowski, A., Bardecki, M., & Searcy, C. (2012). Environmental impacts in the fashion industry. *Journal of Corporate Citizenship*, 2012(45), 16–36.
- Kozlowski, A., Searcy, C., & Bardecki, M. (2015). Corporate sustainability reporting in the apparel industry: An analysis of indicators disclosed. *International Journal of Productivity and Performance Management*, 64(3), 377–397.
- Kollmuss, A., & Agyeman, J. (2002). Mind the Gap: why do people act environmentally and what are the barriers to pro-environmental behavior?. *Environmental Education Research*, 8(3), 239-260.
- Kotchen, M.J., & Reiling, S.D. (2000). Environmental attitudes, motivations and contingent valuation of nonuse values: A case study involving endangered species. *Ecological Economics*, 32(1), 93-107.

- Kozloff, K.L. (1994). Renewable energy technology: an urgent need, a hard sell. *Environment*, 36, 4-16.
- Kulmala, M. (2011). Electronic word-of-mouth in consumer blogs. A netnographic study. Master Thesis, University of Tampere, School of Management, 1-91.
- Labor Laws and Issues. (n.d.). Retrieved from <https://www.usa.gov/labor-laws>
- Lee, J., & Lee, L. (2015). The interactions of CSR, self-congruity and purchase intention among Chinese consumers. *Australasian Marketing Journal*, 23(1), 19-26.
- Leonard, M., Graham, S., Bonacum., D. (2004). The human factor: the critical importance of effective teamwork and communication in providing safe care. *Quality and Safety in Health Care*, 13, 85–90.
- Lyons, E., & Breakwell, G.M. (1994). Factors predicting environmental concern and indifference in 13 to 16-year-olds. *Environment and Behavior*, 26 (2), 223-238.
- Ma, Y.J. & Lee, H.-H. (2012). Understanding consumption behaviours for fair trade non-food products: focusing on self-transcendence and openness to change values. *International Journal of Consumer Studies*, 36, 622–634.
- Maloni, M. J., & Brown, M. E. (2006). Corporate social responsibility in the supply chain: An application in the food industry. *Journal of Business Ethics*, 68(1), 35–52.
- Mannetti, L., Pierro, A., & Livi, S. (2004). Recycling: Planned and self-expressive behaviour. *Journal of Environmental Psychology*, 24(2), 227–236.
- Marcketti, S. B., & Shelley, M. C. (2009). Consumer concern, knowledge and attitude towards counterfeit apparel products. *International Journal of Consumer Studies*, 33(3), 327-337.
- Mason, T. (2000). The importance of being ethical, *Marketing*, 26, 27.
- McCarty, J.A. & Shrum, L.J. (1994). The recycling of solid wastes: personal values, value orientations, and attitudes about recycling as antecedents of recycling behaviour. *Journal of Business Research*, 30, 53–62.
- McNeill, L., & Moore, R. (2015). Sustainable fashion consumption and the fast fashion conundrum: fashionable consumers and attitudes to sustainability in clothing choice. *International Journal of Consumer Studies*, 39, 212-222.
- Mintel. (2007). Mintel reports: USA. Retrieved from Mintel Market Research Reports Database.

- Mishra, D., Akman, I., & Mishra, A. (2014). Theory of Reasoned Action application for Green Information Technology acceptance. *Computers In Human Behavior*, 3629-3640.
- Moisander, J. (2001) *Representation of Green Consumerism: A Constructionist Critique*. Helsinki School of Economics, Helsinki, A:185.
- Mostafa, M. (2007). Gender Differences in Egyptian Consumers' Green Purchase Behaviour: The Effects of Environmental Knowledge, Concern and Attitude. *International Journal of Consumer Studies*, 31, 220-229.
- Mostafa, M., (2009). Shades of green: A psychographic segmentation of the green consumer in Kuwait using self-organizing maps. *Expert Systems with Applications*, 36(8), 11030-11038.
- Muncy, J. A., & Vitell, S.J. (1992). Consumer ethics: An investigation of the ethical beliefs of the final consumer. *Journal of Business Research*, 24(4), 297-311.
- Murphy, P. E., Öberseder, M., & Laczniak, G. R. (2013). Corporate societal responsibility in marketing: Normatively broadening the concept. *AMS Review*, 3(2), 86–102.
- Nasser, H. (2015). LA garment industry rife with sweatshop conditions. Retrieved from <http://america.aljazeera.com/articles/2015/9/9/sweatshop-conditions-in-la-garment-industry.html>
- Nella, B. (2016). Industries Face Uphill Sustainable Supply Chain Battle. Retrieved from <http://www.gtnexus.com/resources/blog-posts/supply-chain-visibility-and-transparency>
- Nelson-Horchler, J. (1984). Fighting a boycott: image rebuilding, Swiss style. *Industry Week*, 220, 54-56.
- Niinimäki, K. (2010). Eco-clothing, consumer identity and ideology. *Sustainable Development*, 18(3), 150-162.
- Ottoman, Green Marketing (1997). “Opportunity for Innovation Lincolnwood Chicago”]: NTC Business Books, 1997).
- Paul, J., Modi, A., & Patel, J. (2015). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123-134.
- Park, S.Y. & Lee, E.M. (2005). Congruence between brand personality and self-image, and the mediating roles of satisfaction and consumer-brand relationship on brand loyalty. *Asia Pacific Advances in Consumer Research*, 6, 39-45.

- Paulins, V.A., & Hillery, J.L. (2009). *Ethics in the Fashion Industry*; Fairchild Books: New York, NY, USA.
- Phau, I., Teah, M., & Chuah, J. (2015). Consumer attitudes towards luxury fashion apparel made in sweatshops. *Journal of Fashion Marketing and Management*, 19(2), 169-187.
- Raunio A. (1995). Favorite clothes – a look at individuals' experience of clothing. In *Clothing and Its Social, Psychological, Cultural and Environmental Aspects*, Proceedings of Textiles, Clothing and Craft Design, Helsinki, 1995, Suojanen U (ed.). University of Helsinki; 179–194.
- Rogers, D. (1998). Ethical tactics arouse public doubt. *Marketing*, 12-14.
- Ross, R. J.S. (2015). Bringing Labor Rights Back to Bangladesh. Retrieved from <http://prospect.org/article/bringing-labor-rights-back-bangladesh>
- Schertler, M., Kreunen, T., & Brinkmann, A. (2014). Defining the role of fashion blogs: Have blogs redefined consumers' relationship with fashion brands or do they simply offer a new marketing tool for retailers?. Research paper commissioned by Crossmedia Lab in Utrecht en ArtEZ Hogeschoolvoor Kunsten in Arnhem, 1-2.
- Schlegelmilch, B. B., & Öberseder, M. (2010). Half a Century of Marketing Ethics: Shifting Perspective and Emerging Trends. *Journal of Business Ethics*, 93, 1-19.
- Schultz, P.W. (2001). The structure of environmental concern: concern for self, other people, and the biosphere. *Journal of Environmental Psychology*, 21, 327–339.
- Schultz, P. W., Shriver, C., Tabanico, J. J., & Khazian, A. M. (2004). Implicit connections with nature. *Journal of Environmental Psychology*, 24(1), 31-42.
- Schusky, J. (1966). Public Awareness and Concern with Air Pollution in the St. Louis Metropolitan Area. *Journal of the Air Pollution Control Association*, (16)2, 72-76.
- Shaw, D., Bekin, C., Shiu, E., Hassan, L., Hogg, G., & Wilson, E. (2006). An examination of the volitional stages in consumer decisions to avoid sweatshop clothing. 35th European Marketing Academy Conference (EMAC).
- Shaw, D. & Connolly, J. (2006). Identifying fair trade in consumption choice. *Journal of Strategic Marketing*, 14, 353–368.
- Shaw, D., Hogg, G., Wilson, E., Shiu, E., & Hassan, L. (2006). Fashion victim: the impact of fair trade concerns on clothing choice. *Journal of Strategic Marketing*, 14(4), 427-440.

- Shaw, D., & Riach, K. (2011). Embracing ethical fields: constructing consumption in the margins. *European Journal of Marketing*, 45, 1051–1067.
- Shaw, D., Shiu, E., & Clarke, I. (2000). The contribution of ethical obligation and self-identity to the theory of planned behaviour. An exploration of ethical consumers. *Journal of Marketing Management*, 16(8), 879–894.
- Shaw, D.S. and Duff, R. (2002) Ethics and social responsibility in fashion and clothing choice. European Marketing Academy Conference, Portugal.
- Shen, D., Richards, J., & Liu, F. (2013). Consumers' awareness of sustainable fashion. *Marketing Management Journal*, 23(2), 134–147.
- Shen, B., Wang, Y., Lo, C., Shum, M. (2012). The impact of ethical fashion on consumer purchase behavior. *Journal of Fashion Marketing and Management*, 16, 234–245.
- Shen, B., Zheng, J., Chow, P., & Chow, K. (2014). Perception of fashion sustainability in online community. *The Journal of the Textile Industry*, 105(9), 971-979.
- Simon, F.L. (1995). Global corporate philanthropy: a strategic framework. *International Marketing Review*, 12(4), 20-37.
- Singh, N., & Gupta, K. (2013). Environmental attitude and ecological behaviour of Indian consumers. *Social Responsibility Journal*, 9(1), 4-18.
- Sirgy, M.J. (1986). Self-concept in consumer behavior: A critical review. *Journal of Consumer Research*, 9, 287–300.
- Sirgy, M.J., Grewal, D., Mangleburg, T., & Park, J.O. (1997). Attitudes, traits, and actions: dispositional prediction of behavior in personality and social psychology. *Advances in Social Psychology*, 20, 1-351.
- Sirgy, M. J., Johar, J. S., Samli, A. C., & Claiborne, C. B. (1991). Self-congruity versus functional congruity: Predictors of consumer behavior. *Journal of the Academy of Marketing Science*, 19, 363–375.
- Soongil, C., & Yoon C., (2015). Exploring the Effects of Customer Attitude and Purchase Intention on Green Products: Implications for Corporate Environment Strategies and Public Policy. *Journal of Marketing Thought*, 2(3), 20-31.
- Sparks, P., & Shepherd, R. (1992). Self-identity and the theory of planned behaviour: Assessing the role of identification with Green consumerism. *Social Psychology Quarterly*, 55(4), 388–399.
- Sproles, G., Geistfeld, L., & Badenhop, S. (1978). Informational Inputs as Influences on Efficient Consumer Decision-Making. *Journal of Consumer Affairs* 12, 88-103.

- Staff Guide. 35 Fairtrade and ethical clothing brands betting against fast fashion [Blog post] Retrieved from <http://www.thegoodtrade.com/features/fair-trade-clothing>.
- Stern, P.C. & Dietz, T. (1994). The value basis of environmental concern. *Journal of Social Issues*, 50, 65–84.
- Strähle, J., Will, C., & Freise, M. (2015). Communication of sustainability at European fashiononline shops. *International Journal of Economics, Commerce, and Management*, 3(7), 71-86.
- Suki, N. (2016). Green product purchase intention: impact of green brands, attitude, and knowledge. *British Food Journal*, 118(12), 2893-2910.
- Sweeny, G. (2015). It's the Second Dirtiest Thing in the World-And You're Wearing It. Retrieved from <http://www.alternet.org/environment/its-second-dirtiest-thing-world-and-youre-wearing-it>
- Tallontire, A., Erdenechimeg, R., & Blowfield M. (2001). Ethical Consumers and Ethical Trade: A Review of Current Literature. Policy Series 12. Chatham, UK: Natural Resources Institute.
- Tarkiainen, A., & Sundqvist, S. (2005). Subjective norms, attitudes and intentions of Finnish consumers in buying organic food. *British Food Journal*, 107 (11), 808-822.
- Terry, D., Hogg, A., & White, K. (1999). The Theory of Planned Behaviour: Self-identity, Social Identity and Group Norms. *British Journal of Social Psychology*, 38(3), 225-244.
- 'Textiles, clothing, leather and footwear sector' (International Labour Organisation) <http://www.ilo.org/global/industries-and-sectors/textiles-clothing-leather-footwear/lang-ja/index.htm>
- Thompson, C.J. (1995). A contextualist proposal for conceptualization and study of marketing ethics. *Journal of Public Policy & Marketing*, 177-191.
- Tilbury, D. (1995). Environmental education for sustainability: Defining the new focus of environmental education in the 1990s. *Environmental education research*, 1(2), 195-212.
- U.S. Federal Child Labor Law. (n.d.). Retrieved from https://www.continuetolearn.uiowa.edu/laborctr/child_labor/about/us_laws.html
- Uusitalo, L. (1990) Are environmental attitudes and behaviour inconsistent? Findings from a Finnish study. *Scandinavian Political Studies*, 13, 211–226.

- Uusitalo, O., & Oksanen, R. (2004). Ethical consumerism: a view from Finland. *International Journal of Consumer Studies*, 28(3), 214-221.
- Vermeir, I., & Verbeke, W. (2008). Sustainable food consumption among young adults in Belgium: Theory of planned behaviour and the role of confidence and values. *Ecological Economics*, 64(3), 542-553.
- Vitell, S. (2015). A Case for Consumer Social Responsibility (CnSR): Including a Selected Review of Consumer Ethics/Social Responsibility Research. *Journal of Business Ethics*, 130(4), 767-774.
- Weadick, L. (2002) Sweating it out. *Ethical Consumer Magazine* 76(April/May), 12–15.
- Welford, R. (1998). Corporate Strategy, Competitiveness and the Environment. *Corporate Environmental Management 1: Systems and Strategies*, edited by Richard Welford, 13–34. London: Earthscan Publications Ltd.
- Westervelt, A. (2015). Two years after Rana Plaza, have conditions improved in Bangladesh's factories? Retrieved from <https://www.theguardian.com/sustainable-business/2015/apr/24/Bangladesh-factories-building-collapse-garment-dhaka-rana-plaza-brands-hm-gap-workers-construction>
- Whitmarsh, L., & O'Neill, S. (2010). Green identity, green living? The role of pro environmental self-identity in determining consistency across diverse pro-environmental behaviours. *Journal of Environmental Psychology*, 30, 205-314.
- Yamoah, F., Duffy, R., Petrovici, D., & Fearn, A. (2016). Towards a Framework for Understanding Fairtrade Purchase Intention in the Mainstream Environment of Supermarkets. *Journal of Business Ethics*, 136(1), 181-197.
- Yan, R., Hyllegard, K. H., & Blaes, L. F. (2012). Marketing eco-fashion: The influence of brand name and message explicitness. *Journal of Marketing Communications*, 18(2), 151-168.
- Yang, C.L., Lin, S.P., Chan, Y.H., & Sheu, C. (2010). Mediated effect of environmental management on manufacturing competitiveness: An empirical study. *International Journal of Production Economics*, 123(1), 210–220.
- Yardley, J. (2012). Export Powerhouse Feels Pangs of Labor Strife. Retrieved from <http://www.nytimes.com/2012/08/24/world/asia/as-bangladesh-becomes-export-powerhouse-labor-strife-erupts.html>
- Yatish, J., & Zillur, R. (2015). Factors affecting green purchase behaviour and future research directions. *International Strategic Management Review* 3, 28–143.

Zareie, B., & Navimipour, N. J. (2016). The impact of electronic environmental knowledge on the environmental behaviors of people. *Computers in Human Behavior*, 59, 1-8.

APPENDIX A

INVITATION LETTER

To Whom It May Concern:

My name is Hannah Weiner. I am a graduate student in the Retail Department at the University of South Carolina. I am conducting a research study as part of the requirements of my degree in Retail, and I would like to invite you to participate. The survey should take an estimated 10 minutes to complete.

I am studying the factors that influence consumers to purchase ethically produced fashion products. If you decide to participate, you will be asked to complete a survey about ethically produced fashion products and shopping behaviors.

Participation is anonymous, which means that no one (not even the researcher) will know what your answers are. So, please do not write your name or other identifying information on any of the study materials.

Taking part in the study is your decision. You do not have to be in this study if you do not want to. You may also quit being in the study at any time or decide not to answer any question you are not comfortable answering.

We will be happy to answer any questions you have about the study. You may contact me at 949-903-1402 or weinerh@email.sc.edu if you have study related questions or problems. If you have any questions about your rights as a research participant, you may contact the Office of Research Compliance at the University of South Carolina at 803-777-7095.

Thank you for your consideration. If you would like to participate, please open the attached survey and begin completing the study materials.

With kind regards,
Hannah Weiner
949-903-1402
Weinerh@email.sc.edu

APPENDIX B

ONLINE SURVEY QUESTIONS

Part 1: General Questions

How often do you purchase fashion products (clothing, accessories, shoes, bags, ect.) per six months?

- A) 0 - 2 times B) 3 - 5 times C) 6 -10 times D) 11 - 16 times
E) 17 - 25 times F) 26 - 35 times G) 36 - 45 times H) more than 46 times

Where do you most frequently purchase fashion products? Please select the top three:

- A) Department store B) Retail's own store C) Small boutique
D) Specialty store E) Outlet F) Consignment store
G) Retailer's own website H) Third party website (such as Amazon.com)
I) Catalogue J) Other

What does the term "ethical production" mean, in regards to the items you purchase?

- A) Good labor conditions B) Lessened environmental impact
C) Use of renewable resources D) Designed to benefit the consumer
E) Ethical production has no relationship to my purchase

How important is ethical production when purchasing products?

- A) Not important B) Slightly important
C) Moderately important D) Important E) Very important

When purchasing fashion products, how often do you think about ethical production?

- A) Never B) Very rarely C) Rarely
D) Occasionally E) Frequently

Which aspects of ethics do you consider the most when purchasing fashion products?
Please rank in the order of importance:

- _____ Choosing second-hand instead of new
- _____ Recycling previous purchases
- _____ Purchasing the highest quality available
- _____ Choosing renewable fabrics
- _____ Choosing sweatshop free products
- _____ Purchasing locally produced fashion products
- _____ None of the above

Where do you receive information about ethical issues? Please select the top three:

- A) Newspaper B) Internet/ Websites B) Social media C) Friends/ family
- D) School E) Radio F) Television G) Other

I am willing to pay more for ethically produced fashion products

- A) Strongly disagree B) Disagree
- C) Somewhat disagree D) Neither agree nor disagree
- E) Somewhat agree F) Agree
- G) Strongly agree

How much more are you willing to spend on ethically produced fashion products?

- A) I am unwilling to spend more B) 5% more C) 10% more
- D) 15% more E) 20% more F) 30% more
- G) 50% more

Part 2: Factors

Environmental Awareness

I am aware that air pollution can occur during some common dye processes of textiles.

- A) Strongly disagree B) Disagree
- C) Somewhat disagree D) Neither agree nor disagree
- E) Somewhat agree F) Agree
- G) Strongly agree

I acknowledge that chemical pollutants are produced during manufacturing of synthetic or manufactured fibers such as polyester.

- A) Strongly disagree B) Disagree
- C) Somewhat disagree D) Neither agree nor disagree
- E) Somewhat agree F) Agree
- G) Strongly agree

I know that textile dyeing and finishing processes use a lot of water.

- | | |
|----------------------|-------------------------------|
| A) Strongly disagree | B) Disagree |
| C) Somewhat disagree | D) Neither agree nor disagree |
| E) Somewhat agree | F) Agree |
| G) Strongly agree | |

Ethically produced products could be a beneficial investment for the environment in the long term.

- | | |
|----------------------|-------------------------------|
| A) Strongly disagree | B) Disagree |
| C) Somewhat disagree | D) Neither agree nor disagree |
| E) Somewhat agree | F) Agree |
| G) Strongly agree | |

Environmental Concern

It is important to me that we try to protect our environment for future generations.

- | | |
|----------------------|-------------------------------|
| A) Strongly disagree | B) Disagree |
| C) Somewhat disagree | D) Neither agree nor disagree |
| E) Somewhat agree | F) Agree |
| G) Strongly agree | |

The increasing destruction of the environment is a serious concern to me.

- | | |
|----------------------|-------------------------------|
| A) Strongly disagree | B) Disagree |
| C) Somewhat disagree | D) Neither agree nor disagree |
| E) Somewhat agree | F) Agree |
| G) Strongly agree | |

I am concerned about the impact of clothing production on the environment.

- | | |
|----------------------|-------------------------------|
| A) Strongly disagree | B) Disagree |
| C) Somewhat disagree | D) Neither agree nor disagree |
| E) Somewhat agree | F) Agree |
| G) Strongly agree | |

Attitude

I think that purchasing ethically produced fashion products is:

Bad _____ Good

Foolish _____ Wise

Unpleasant _____ Pleasant

Unsatisfying _____ Satisfying

Unfavorable _____ Favorable

Subjective Norm

Most of my family and friends share my views about ethically produced fashion products.

- | | |
|----------------------|-------------------------------|
| A) Strongly disagree | B) Disagree |
| C) Somewhat disagree | D) Neither agree nor disagree |
| E) Somewhat agree | F) Agree |
| G) Strongly agree | |

My decision to buy ethically produced fashion products is influenced by my friends and family.

- | | |
|----------------------|-------------------------------|
| A) Strongly disagree | B) Disagree |
| C) Somewhat disagree | D) Neither agree nor disagree |
| E) Somewhat agree | F) Agree |
| G) Strongly agree | |

The views of other people that I respect influence my decision to buy ethically produced fashion.

- | | |
|----------------------|-------------------------------|
| A) Strongly disagree | B) Disagree |
| C) Somewhat disagree | D) Neither agree nor disagree |
| E) Somewhat agree | F) Agree |
| G) Strongly agree | |

I think of myself as an ethical consumer.

- | | |
|----------------------|-------------------------------|
| A) Strongly disagree | B) Disagree |
| C) Somewhat disagree | D) Neither agree nor disagree |
| E) Somewhat agree | F) Agree |
| G) Strongly agree | |

I think of myself as someone who is concerned about ethical issues.

- | | |
|----------------------|-------------------------------|
| A) Strongly disagree | B) Disagree |
| C) Somewhat disagree | D) Neither agree nor disagree |
| E) Somewhat agree | F) Agree |
| G) Strongly agree | |

I am someone more oriented toward purchasing products which are ethical in nature.

- | | |
|----------------------|-------------------------------|
| A) Strongly disagree | B) Disagree |
| C) Somewhat disagree | D) Neither agree nor disagree |
| E) Somewhat agree | F) Agree |
| G) Strongly agree | |

I am a socially responsible consumer.

- | | |
|----------------------|-------------------------------|
| A) Strongly disagree | B) Disagree |
| C) Somewhat disagree | D) Neither agree nor disagree |
| E) Somewhat agree | F) Agree |
| G) Strongly agree | |

I think of myself as someone who is concerned about environmental.

- | | |
|----------------------|-------------------------------|
| A) Strongly disagree | B) Disagree |
| C) Somewhat disagree | D) Neither agree nor disagree |
| E) Somewhat agree | F) Agree |
| G) Strongly agree | |

I think of myself as someone who is concerned about social issues.

- | | |
|----------------------|-------------------------------|
| A) Strongly disagree | B) Disagree |
| C) Somewhat disagree | D) Neither agree nor disagree |
| E) Somewhat agree | F) Agree |
| G) Strongly agree | |

Self-expressive benefit

Being rewarded psychologically is the most important factor in wearing ethically produced fashion products.

- | | |
|----------------------|-------------------------------|
| A) Strongly disagree | B) Disagree |
| C) Somewhat disagree | D) Neither agree nor disagree |
| E) Somewhat agree | F) Agree |
| G) Strongly agree | |

I can express my environmental conservation through wearing ethically produced fashion products.

- | | |
|----------------------|-------------------------------|
| A) Strongly disagree | B) Disagree |
| C) Somewhat disagree | D) Neither agree nor disagree |
| E) Somewhat agree | F) Agree |
| G) Strongly agree | |

I feel that I am a better person than others when I am involved with wearing ethically produced fashion products.

- | | |
|----------------------|-------------------------------|
| A) Strongly disagree | B) Disagree |
| C) Somewhat disagree | D) Neither agree nor disagree |
| E) Somewhat agree | F) Agree |
| G) Strongly agree | |

Purchase Intention

I would buy ethically produced fashion products to help support ethical production.

- | | |
|----------------------|-------------------------------|
| A) Strongly disagree | B) Disagree |
| C) Somewhat disagree | D) Neither agree nor disagree |
| E) Somewhat agree | F) Agree |
| G) Strongly agree | |

If available, I would seek out ethically produced fashion products.

- | | |
|----------------------|-------------------------------|
| A) Strongly disagree | B) Disagree |
| C) Somewhat disagree | D) Neither agree nor disagree |
| E) Somewhat agree | F) Agree |
| G) Strongly agree | |

I would purchase ethically produced fashion products.

- | | |
|----------------------|-------------------------------|
| A) Strongly disagree | B) Disagree |
| C) Somewhat disagree | D) Neither agree nor disagree |
| E) Somewhat agree | F) Agree |
| G) Strongly agree | |

I am willing to buy an ethically produced fashion product.

- | | |
|----------------------|-------------------------------|
| A) Strongly disagree | B) Disagree |
| C) Somewhat disagree | D) Neither agree nor disagree |
| E) Somewhat agree | F) Agree |
| G) Strongly agree | |

Whenever possible, I buy fashion products I consider ethically produced.

- | | |
|----------------------|-------------------------------|
| A) Strongly disagree | B) Disagree |
| C) Somewhat disagree | D) Neither agree nor disagree |
| E) Somewhat agree | F) Agree |
| G) Strongly agree | |

Part 3: Demographic Questions

Gender:

- | | | | |
|---------|-----------|----------|--------------|
| A) Male | B) Female | C) Other | D) No answer |
|---------|-----------|----------|--------------|

Age:

- | | | | |
|----------|----------|----------|---------------|
| A) 18-21 | B) 22-25 | C) 26-29 | D) 30-34 |
| E) 35-44 | F) 45-54 | G) 55-64 | H) 65 or over |

Marital status:

- | | | |
|-----------|---------------------|-------------------------------|
| A) Single | B) Married/ Partner | C) Widowed Divorced/Separated |
|-----------|---------------------|-------------------------------|

Ethnic group:

- | | | | |
|---------------------|----------|--------------|-------------|
| A) African-American | B) Asian | C) Caucasian | D) Hispanic |
| E) Native-American | F) Other | | |

Employment status:

- | | | |
|--------------------------------|-----------------------|-------------------------|
| A) Part-time employed | B) Full-time employed | C) Full-time student |
| D) Student and employed moment | E) Homemaker | F) No job at the moment |

Highest level of education completed:

- | | | |
|-----------------------|-------------------------------|-----------------------|
| A) High school degree | B) Vocational degree | C) Associate's degree |
| D) Bachelor's degree | E) Master's/ Doctorate degree | F) No answer |

Total individual income:

- | | | |
|--------------------------|--------------------------|------------------------|
| A) Less than \$20,000 | B) 20,001 - \$40,000 | C) \$40,001 - \$60,000 |
| D) \$60,001 - \$80,000 | E) \$80,001 - \$100,000 | F) \$100,001-\$150,000 |
| G) \$150,001 - \$200,000 | H) \$200,001 - \$300,000 | I) \$300,001 or above |

Total household income:

- | | | |
|--------------------------|--------------------------|------------------------|
| A) Less than \$20,000 | B) 20,001 - \$40,000 | C) \$40,001 - \$60,000 |
| D) \$60,001 - \$80,000 | E) \$80,001 - \$100,000 | F) \$100,001-\$150,000 |
| G) \$150,001 - \$200,000 | H) \$200,001 - \$300,000 | I) \$300,001 or above |

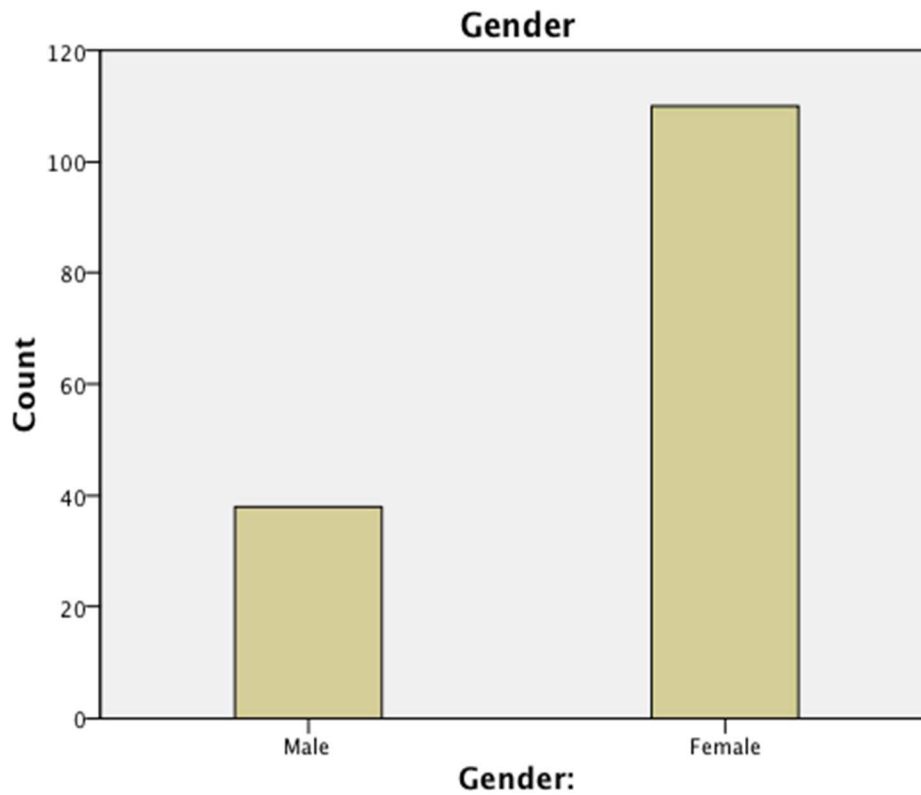
Please specify the City and State (providence and country if outside the U.S.) that you
currently reside_____.

APPENDIX C

DEMOGRAPHIC TABLES AND GRAPHS

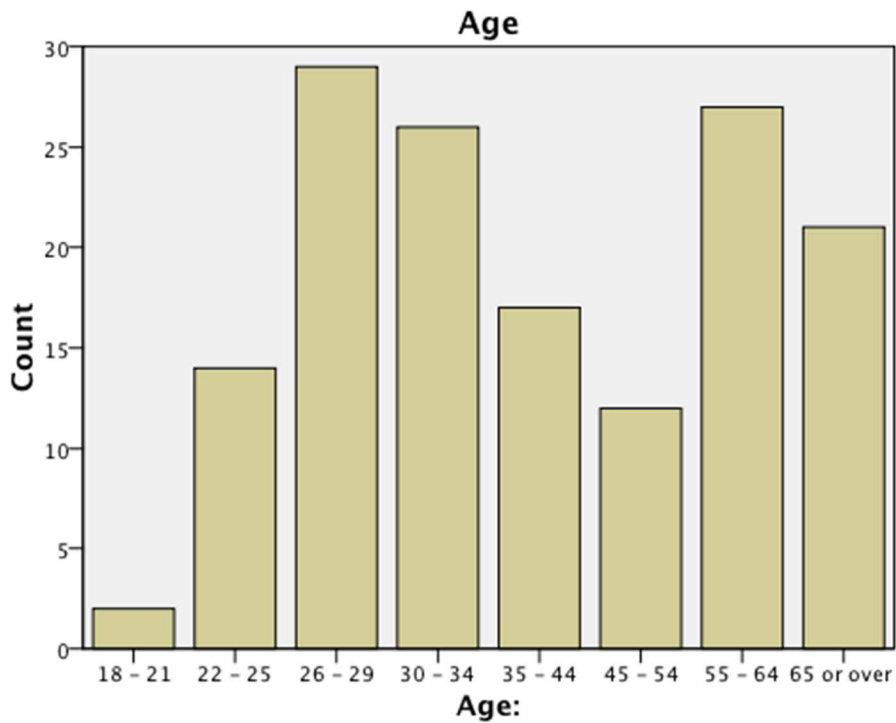
C.1. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	38	25.7	25.7	25.7
	Female	110	74.3	74.3	100.0
	Total	148	100.0	100.0	



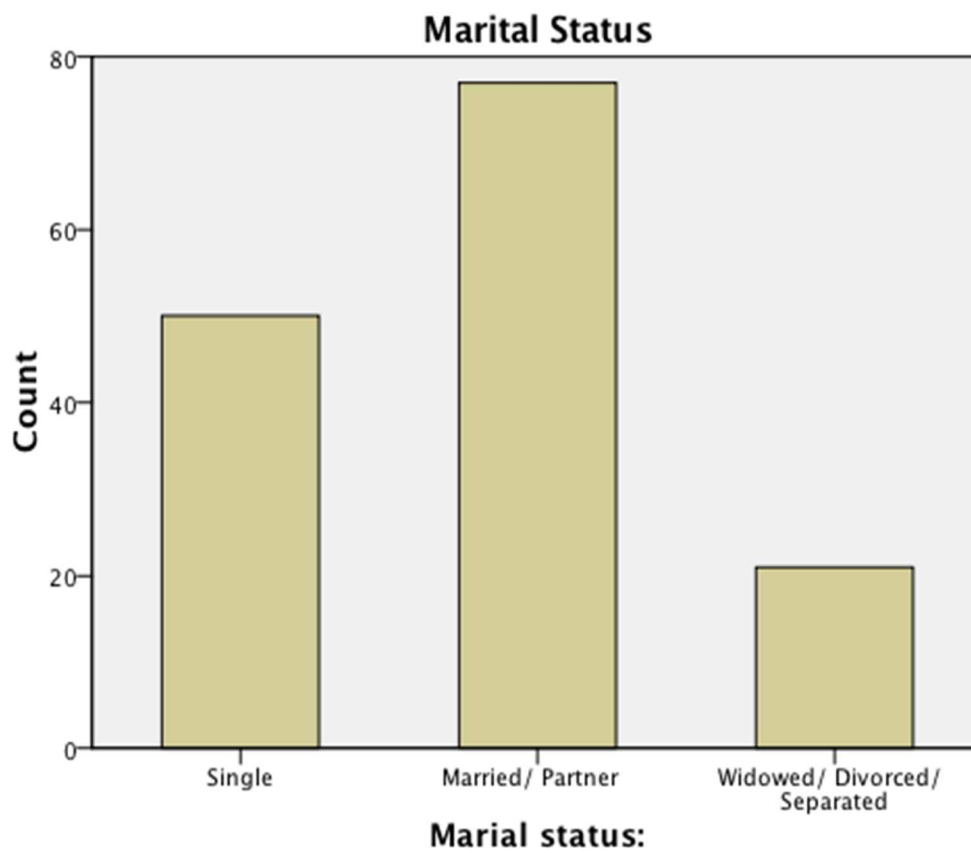
C.2. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 21	2	1.4	1.4	1.4
	22 - 25	14	9.5	9.5	10.8
	26 - 29	29	19.6	19.6	30.4
	30 - 34	26	17.6	17.6	48.0
	35 - 44	17	11.5	11.5	59.5
	45 - 54	12	8.1	8.1	67.6
	55 - 64	27	18.2	18.2	85.8
	65 or over	21	14.2	14.2	100.0
	Total	148	100.0	100.0	



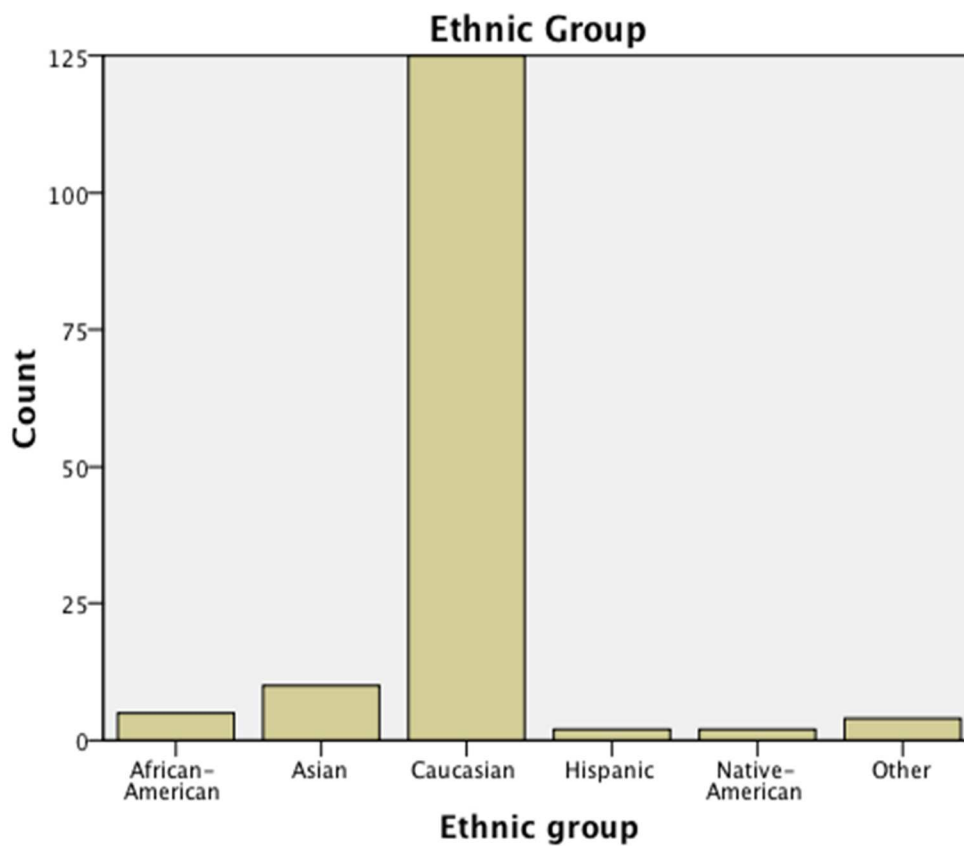
C.3. Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	50	33.8	33.8	33.8
	Married/ Partner	77	52.0	52.0	85.8
	Widowed/ Divorced/ Separated	21	14.2	14.2	100.0
	Total	148	100.0	100.0	



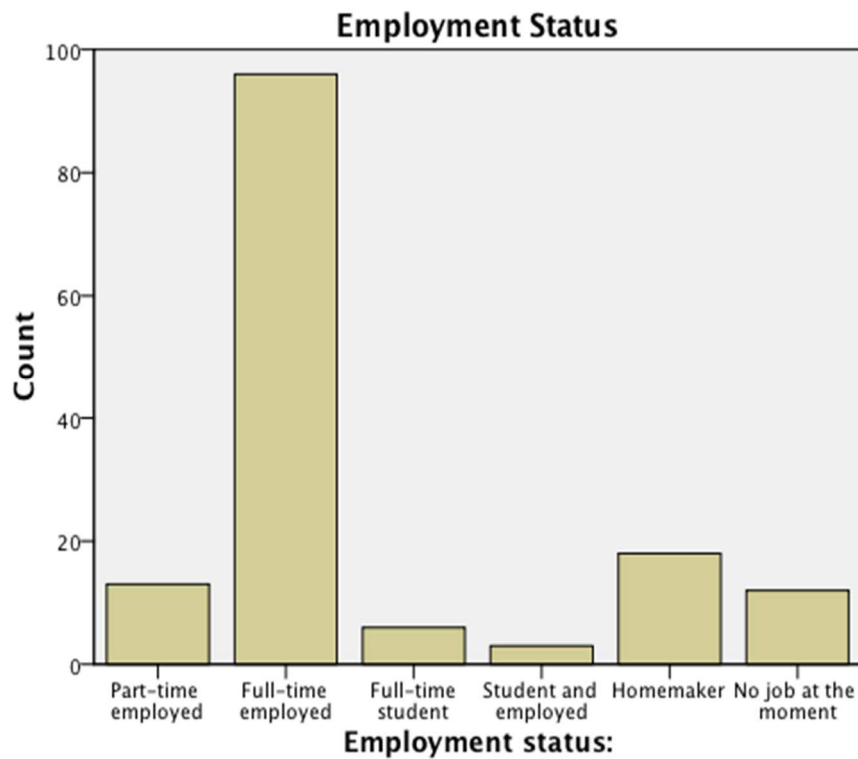
C.4. Ethnic Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	African-American	5	3.4	3.4	3.4
	Asian	10	6.8	6.8	10.1
	Caucasian	125	84.5	84.5	94.6
	Hispanic	2	1.4	1.4	95.9
	Native-American	2	1.4	1.4	97.3
	Other	4	2.7	2.7	100.0
	Total	148	100.0	100.0	



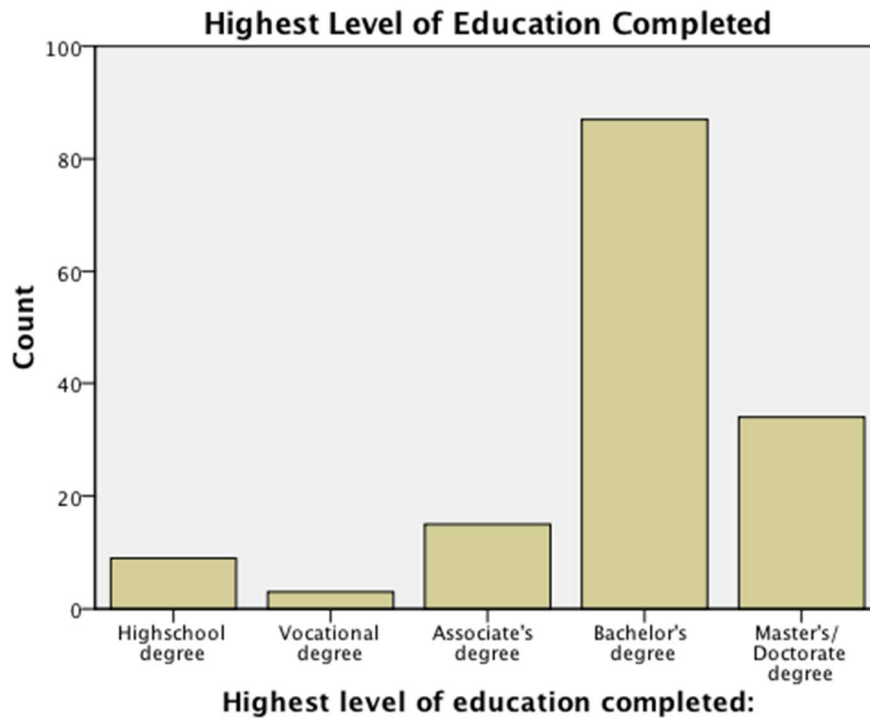
C.5. Employment Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Part-time employed	13	8.8	8.8	8.8
Full-time employed	96	64.9	64.9	73.6
Full-time student	6	4.1	4.1	77.7
Student and employed	3	2.0	2.0	79.7
Homemaker	18	12.2	12.2	91.9
No job at the moment	12	8.1	8.1	100.0
Total	148	100.0	100.0	



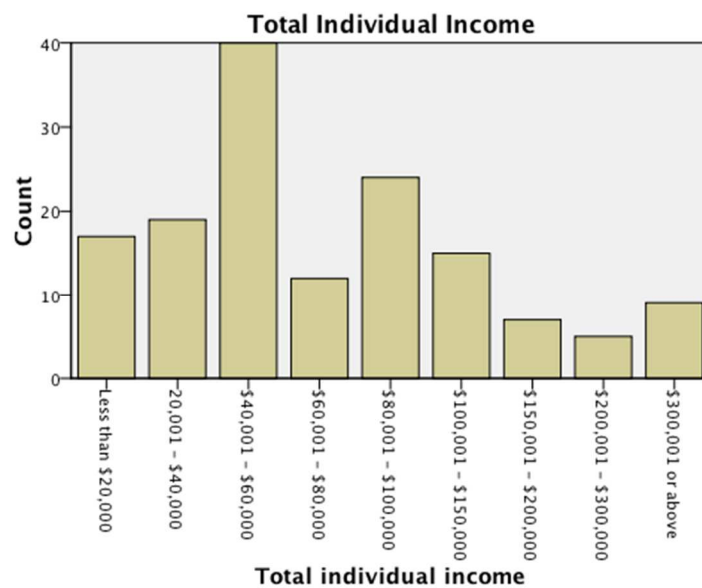
C.6. Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highschool degree	9	6.1	6.1	6.1
	Vocational degree	3	2.0	2.0	8.1
	Associate's degree	15	10.1	10.1	18.2
	Bachelor's degree	87	58.8	58.8	77.0
	Master's/ Doctorate degree	34	23.0	23.0	100.0
	Total	148	100.0	100.0	



C.7. Total Individual Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$20,000	17	11.5	11.5	11.5
	20,001 - \$40,000	19	12.8	12.8	24.3
	\$40,001 - \$60,000	40	27.0	27.0	51.4
	\$60,001 - \$80,000	12	8.1	8.1	59.5
	\$80,001 - \$100,000	24	16.2	16.2	75.7
	\$100,001 - \$150,000	15	10.1	10.1	85.8
	\$150,001 - \$200,000	7	4.7	4.7	90.5
	\$200,001 - \$300,000	5	3.4	3.4	93.9
	\$300,001 or above	9	6.1	6.1	100.0
	Total	148	100.0	100.0	



C.8. Total Household Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than \$20,000	7	4.7	4.7	4.7
20,001 - \$40,000	10	6.8	6.8	11.5
\$40,001 - \$60,000	21	14.2	14.2	25.7
\$60,001 - \$80,000	9	6.1	6.1	31.8
\$80,001 - \$100,000	29	19.6	19.6	51.4
\$100,001 - \$150,000	19	12.8	12.8	64.2
\$150,001 - \$200,000	19	12.8	12.8	77.0
\$200,001 - \$300,000	16	10.8	10.8	87.8
300,001 or above	18	12.2	12.2	100.0
Total	148	100.0	100.0	

