

# **OVERCOMING BARRIERS TO ETHICAL CLOTHING CONSUMPTION: A CONJOINT ANALYSIS APPROACH**

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by

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## **ABSTRACT**

In recent years, especially with the rise of fast fashion, the unsustainable and unethical nature of the clothing industry has come to light. Despite many consumers expressing concern and an intention to avoid unethical clothing consumption, this is often not reflected in their purchasing behaviour. To successfully understand how ethical clothing consumption can be encouraged, it is vital to first recognise the perceived barriers to this behaviour and to identify the key attributes which hold most importance to the consumer. To do so, this research defines major hindrances to ethical clothing consumption and subsequent solutions. The most prevalent barriers in the literature were identified as perceived cost, lack of information such as country of origin, lack of availability and attainability, lack of style and fashion, and unknown or undesirable brands. These formed the basis for the conjoint analysis which consequently determined what attributes and attribute levels were most important to, and preferred by, the participants. This survey was administered online on the Qualtrics platform and produced a total of 381 responses through Amazon's Mechanical Turk. The responses were then analysed using descriptive statistics, ANOVA and correlation testing. The results indicated that overall, price and style were the most important attributes, followed by availability, information, country of origin and brand. Additionally, apathy, clothing involvement and purchase frequency were all tested to discover the relationship between these behavioural and psychographic traits and preferred attributes. Demographics such as age, gender, ethnicity, education and income were also tested. The theoretical and managerial implications of these findings, and the direction for future research are also discussed. This research provides an understanding of what attribute combinations or bundles can overcome the major perceived barriers to ethical clothing consumption. In doing so, this thesis creates an understanding of the ways in which ethical clothing consumption can be encouraged and consumer apathy towards this issue can be reduced.

**Keywords:** ethical consumption, ethical clothing, conjoint analysis, consumer apathy

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# 1. INTRODUCTION

## 1.1 INTRODUCTION

*“To live is to consume”*

(Borgmann, 2000, p. 418)

Unethical clothing consumption is seen as a pressing issue in today's society, especially in relation to the rise in fast fashion. The clothing industry has altered significantly over recent years with a dramatic price deflation of products in order to satisfy consumers' desire for fashionable items at a disposable price (Hearson, 2009). Past years have been inundated with increasing media coverage of organisations' unethical practices in apparel manufacturing (Boulstridge & Carrigan, 2000). The primary issue with the clothing industry is the sourcing through sweatshops, which regularly violate wage agreements, basic human rights, and many health, safety and environmental laws (McGregor, 2008). The reality of the clothing industry is dismal, with an estimated 1% of the final cost of a clothing product being paid to the worker, who makes on average, 20-35 cents (NZD) an hour (McGregor, 2008). Other clothing industry issues such as environmental concerns, child labour and animal testing have also become a major preoccupation in the media (d'Astous & Legendre, 2009). For example, issues around the sustainability of the clothing industry have emerged with claims of harsh chemicals and pesticides polluting the air (Shen, Wang, Lo, & Shum, 2012).

Although there is considerable hype around the topic of ethical consumption and much of society claims to being ethical, many of these claims are not represented in consumers' purchasing behaviours (Eckhardt, Belk, & Devinney, 2010). This concept, also referred to as the attitude-behaviour gap, explains the discrepancy in consumers' ethical and moral standards and their real life consumption behaviour (Carrington, Neville, & Whitwell, 2010; Papaoikonomou, Ryan & Ginieis, 2011). Due to perceived time, cost and effort involved, consumers are less willing to purchase ethically as they are driven by self-interest (d'Astous & Legendre, 2009; Singhapakdi, Higgs-Kleyn & Rao, 1999). In particular, any issues that do not directly affect the consumer are disregarded in purchase decisions (Carrigan & Attalla,

2001). This is particularly prevalent in the clothing industry context with many consumers expressing concerns over sweatshop labour, but not representing this in their real life actions (Shaw, Hogg, Wilson, Shui, & Hassan, 2006). It seems that consumers wish not to be inconvenienced, in that purchasing ethical clothing would be attractive if there were no extra costs to the consumer in regard to price, loss of quality or having to take extra time to shop around (Carrigan & Attalla, 2001). Additionally, apathy toward the issue also plays a role in the attitude-behaviour gap. Carrigan and Attalla (2001) explain that much of society seem disinterested in ethical consumption across all industries which could explain the attitude-behaviour gap.

There are many perceived barriers to ethical clothing consumption, which inherently assist the prevalent attitude-behaviour gap and apathy toward the issue. Much literature has explored the antecedents and factors of ethical and unethical consumption (Carrigan & Attalla, 2001; O'Fallon & Butterfield, 2005; Shen & Dickson, 2001). This research has considered elements such as individual and situational factors, decision making processes and cognitive processes. In examining past research, five particular hindrances became clear within the literature. The most prevalent barriers to consuming ethically are perceived cost of ethical clothing, lack of information on ethically produced clothing such as country of origin (COO) and supply-chain information, lack of availability of ethical clothing options, lack of style and fashion of ethical clothing and unknown brands or undesirable brands. These barriers will serve as the framework for a conjoint analysis which will allow this research to understand what solutions to these barriers are preferred by the consumer. This conjoint analysis will produce the most important clothing attributes to encourage ethical consumption and ultimately to understand how society can reduce the attitude-behaviour gap and decrease apathy toward the issue.

## **1.2 RESEARCH BACKGROUND**

The vast amount of consumer ethics research commenced in the 1980s (Vitell, 2003) with the introduction of *Journal of Business Ethics* and the *Business and Professional Ethics Journal* (Vitell & Muncy, 1992). To create a deep understanding of the literature in this area, main streams are identified. O'Fallon and Butterfield (2005) identify two streams of business ethics research. Firstly, that of normative ethics, which guides individuals on how they should

behave with regard to moral philosophy and theology (O'Fallon & Butterfield, 2005) and secondly, descriptive or empirical ethics, which are concerned with explaining individuals' behaviour (O'Fallon & Butterfield, 2005). More specifically, Fukukawa (2002) produced a seminal paper which suggested that research in the area of ethics in consumption has developed from two streams. The first stream is described as specific types of ethically questionable behaviour that investigate decision-making, attitudes and intentions around behaviour toward a specific issue. This could include shoplifting, insurance fraud, tax evasions, counterfeiting and software piracy (Fukukawa, 2002). The second stream refers to consumer behaviour in a general sense, providing a holistic view of the topic in areas of business and marketing ethics. This research is primarily concerned with the second streams identified in the two aforementioned papers.

Literature in the area of unethical consumption has focused on seminal decision making models to explain what processes a consumer undergoes during the consideration of ethics in the consumption experience (Eckhardt et al., 2010; Shen & Dickson, 2001; Vitell, Singhapakdi, & Thomas, 2001). Research in this area adopts seminal models such as the Theory of Planned Behaviour (Ajzen, 1991), General Theory of Marketing Ethics (Hunt & Vitell, 1986) and the Ethical Decision/Action Process model (Wotruba, 1990). These models are used in conjunction with unethical consumption research to understand decision making procedures which will be explored in the literature review.

Recently, the literature of ethical and unethical consumption has reviewed the prevalent attitude-behaviour gap (Carrington, Zwick, Neville, 2016; Humphery, 2011; Nicholls & Lee, 2006; Papaoikonomou et al., 2011; Uusitalo & Oksanen, 2004). This research suggests that a consumer's ethical concerns are often not manifested in their purchasing behaviour (Carrigan & Attalla, 2001). Especially in regard to clothing, numerous consumers express interest in sustainable, socially conscious clothing and avoidance of sweatshop labour but these concerns are not represented in consumers' actions and behaviour (Shaw et al., 2006).

In response to the recognition of the attitude-behaviour gap, literature has attempted to understand contributing factors and subsequent consumer justifications for unethical consumption which sustain this inconsistency (Carrigan & Attalla, 2001). This current research introduces and explores consumer apathy as a major contributing factor to the attitude-behaviour gap. Apathy is a concept often associated with medical, political, employment and education literature, however, neglected in business or ethics research

(DeLuca, 1995; Marshall, 2008; van Reekum, Stuss, & Ostrander, 2005). Apathy can be defined in medical terms as a “lack of interest or emotion” (van Reekum et al., 2005, p. 7). Although numerous consumer justifications for unethical consumption have been considered (Eckhardt et al., 2010), the notion of caring as an antecedent has been only briefly acknowledged in the literature, and has not been researched further. Although research on the attitude-behaviour gap mirrors and has alluded to the concept of apathy, consumer apathy has yet to be considered in consumption literature.

Situational, individual and demographic factors affecting ethical clothing consumption have been researched extensively. Chapter Two ascertains the major barriers to ethical clothing consumption which will be explained below.

Firstly, price is commonly recognised as the most significant factor in ethical clothing consumption (Gleim & Lawson, 2014; Tsakiridou, Boutsouki, Zotos, & Mattas, 2008). Consumers generally seek the lowest prices, therefore will be swayed by cheaper unethical options in the marketplace (Monroe, 1973). Secondly, lack of information of ethical clothing is a major stumbling block to ethical consumption (Shaw et al., 2006). A number of studies have shown that the availability of sufficient information such as country-of-origin and supply-chain information would allow consumers to make ethical decisions (Dickson, 2001). Thirdly, research has shown that ethical clothing is not readily available in the marketplace, serving as a major barrier to consuming ethically produced apparel (Uusitalo & Oksanen, 2004). The lack of availability results in additional time and effort for the consumer (Shaw & Clarke, 1999). Research suggests that if barriers of price, information and availability were not present, ethical consumption would occur. “Ethical purchasing will only take place if there are no costs to the consumer in terms of added price....or having to shop around” (Carrigan & Attalla, 2001, p. 571). It is suggested that the major barriers to consuming ethically produced clothing are the limited labelling and information, perceived lack of availability and choice and where there are ethical alternatives they are often viewed as overpriced (Tomolillo & Shaw, 2003). Uusitalo and Oksanen (2004) summarised that “the most important obstacles to ethical consumption were difficulties in obtaining information, problems in product availability and high prices of ethical products” (p. 214).

Additionally, perceived style and fashion of ethical clothing is a major barrier as research has shown they are viewed as unfashionable (Carrigan & Attalla, 2001). Many studies have shown that the style and fashion of ethical clothing is undesirable (Niinimäki, 2010; Joergens,

2006; Shaw et al., 2006) and often described as dull (Carey & Cervellon, 2014) and unstylish (Shaw et al., 2006). Moreover, ethical clothing is considered to focus on more casual and everyday attire with consumers struggling to purchase smart or trendy ethical apparel (Beard, 2008; Shaw et al., 2006). Similarly, brands of clothing that so often guide a consumer's search for clothing are lacking in ethical garments (Carrigan & Attalla, 2001).

Although many studies confirm that these are major barriers to ethical consumption (Nicholls & Lee, 2006; Sproles, Geistfeld & Badenhop, 1978; Strong, 1996), no studies have reviewed consumer responses to these barriers in conjunction. As such, this research attempts to bridge this gap by conceptualising the most desirable attributes and attribute levels of ethical clothing through a conjoint analysis. This research will build on understanding how to reduce the attitude-behaviour gap and general apathy toward the issue and subsequently encouraging ethical clothing consumption.

### **1.3 RESEARCH OBJECTIVES**

This research endeavours to understand the barriers to ethical clothing consumption and to understand the solutions to these barriers which will fulfil consumers' needs and preferences. This research will discover which attributes of ethical apparel will encourage ethical clothing consumption through a conjoint analysis incorporating the major identified barriers in the literature. To do so, research objectives have been crafted to guide this study.

- *Identifying major barriers to ethical clothing consumption and important factors impeding ethical purchase decisions*
- *Subsequently, to understand what ethical product attributes and combinations are most important and preferred by consumers to encourage ethical clothing purchasing*

In achieving these objectives, this research aims to contribute towards an understanding of ways to decrease the attitude-behaviour gap and apathy toward the issue.

## **1.4 RESEARCH METHODOLOGY**

This research is concerned with the most prevalent hindrances to ethical clothing consumption. This research will take the form of a quantitative online survey. It aims to understand the preferred attributes and attribute combinations of ethical clothing to encourage purchase intention through a conjoint analysis. The conjoint analysis will adopt a hybrid, self-explicated model. This will incorporate four attributes at three levels each, one attribute at two levels and one attribute at four levels. Participants will be required to indicate their level of preference and indicate importance for the attributes and attribute levels.

## **1.5 RESEARCH CONTRIBUTIONS**

This research is expected to have theoretical and practical implications. Conceptualising consumers' views and inconsistencies on ethical and unethical purchasing behaviour holds significant benefits for academia, industry and society. This research is expected to provide contributions to fields of ethics and consumer behaviour. Additionally, this research is anticipated to provide valuable insights to marketing and brand managers of ethical companies to understand consumers' behaviour toward their products.

### **1.5.1 Theoretical contributions**

This research will contribute to the area of marketing literature in understanding ethical clothing consumption. This research will also expand on previous research regarding the attitude-behaviour gap and barriers to ethical clothing consumption. This research aims to provide clarity around consumer behaviour toward ethical clothing and consumer preference for ethical clothing attributes. Additionally, this research aims to introduce and explain the idea of consumer apathy as a contributing factor to the attitude-behaviour gap.

### **1.5.2 Practical contributions**

This research will result in a number of practical implications. On an individual level, this study aims to encourage consumers to think about their own consumption and inspire thought

into the products they purchase. On a managerial level, this study aims to help companies to understand consumers' ethical decision-making and their perceived barriers. Specifically, the current research aims to quantify the most important attributes to consumers, and whether psychographic, behavioural or demographic groups value different characteristics. Additionally, this research aims to understand how to make ethical product offerings more attractive in the marketplace. On a global level, this study aims to contribute to the growing research and literature in this area to ideally instil some change in the world.

“A sustainable society is a great idea, but how can the world's 5.7 billion people be redirected to adopt sustainable society practices? No one knows” (Fisk, 1998, p. 661)

It is the belief of the researcher that to achieve a socially conscious and sustainable society, awareness must be achieved. Hence, this thesis aims to create awareness on the issue to those who read it.

## **1.6 THESIS OUTLINE**

This thesis is divided by chapter as presented below. This thesis consists of five chapters followed by references and subsequent appendices.

Chapter One provides an introduction to the topic and the background to the study, including a discussion on the contributions of the research.

Chapter Two presents the literature surrounding the study, focusing primarily on the major barriers to ethical clothing consumption as discovered in the current literature.

Chapter Three outlines the methodology used in this study. Firstly, it presents the conjoint analysis design implemented in this research followed with stimuli development, additional measures and survey procedure.

Chapter Four presents the results of the research including summaries of the conjoint analysis and relationships between the variables.

Chapter Five discusses its subsequent key findings as well as further insights. Limitations and future research streams are then presented followed by concluding statements.

## **2. LITERATURE REVIEW**

### **2.1 INTRODUCTION**

The following chapter provides an overall review of literature in the area and covers major facets and themes of research which will inform this thesis. It begins with an introduction to business ethics, ethical consumption, and the ethical decision making process followed by providing an introduction to ethics in the clothing industry. The subsequent section explains the attitude-behaviour gap, the fundamental issue informing this topic. Next, this chapter describes research on consumers' justifications of unethical purchase decisions while introducing the concept of consumer apathy. Subsequently, aspects influencing an ethical or unethical purchase decision including situational and individual factors are explored. Lastly, this chapter concludes with the major barriers to ethical consumption which will inform this study.

### **2.2 INTRODUCTION TO ETHICS AND THE ETHICAL CONSUMER**

Ethics has been defined by Fullerton, Kerch, and Dodge (1996) as,

a system of moral principles, rules of conduct recognized in respect to a particular class of human behavior, value relating to human conduct, the rightness and wrongness of certain actions, and 'just' or 'right' standards of behavior between parties in a situation (p. 806)

Though typical definitions like the one presented above are useful, literature has yet to agree on what is morally right or wrong, good or bad, ethical or unethical (Lewis, 1985). This can be attributed to the fact that different societies produce different cultures with different norms and expectations, therefore inconsistencies in ethical standards for human behaviour and conduct (Bartels, 1967). Lewis (1985) define ethics within business as involving the "application of one's understanding of what is morally right and truthful at the time of ethical dilemma" (Lewis, 1985, p. 383). However, Lewis (1985) proceeds to describe the process of defining ethics, especially in business, as like "nailing Jello to a wall" (p. 381). Evaluations



and assessments of what is ethical are often subjective and circumstantial (Kent, 2005). Therefore it seemed necessary for the purpose of this research to entertain a range of definitions from seminal, frequently cited and relevant research in the area as presented in Table 2-1.

<b>CITATION</b>	<b>TERM</b>	<b>DEFINITION</b>
<b>Harrison, Newholm, &amp; Shaw, 2005, p.2</b>	Ethical purchasers	“have political, religious, spiritual, environmental, social or other motivations for choosing one product over another”
<b>Webster, 1975, p. 188</b>	Socially conscious consumer	“a consumer who takes into account the public consequences of his or her private consumption or who attempts to use his or her purchasing power to bring about social change ”
<b>Muncy &amp; Vitell, 1992, p. 298</b>	Consumer ethics	“the moral principles and standards that guide behaviour of individuals or groups as they obtain, use, and dispose of goods and services.”
<b>Valentine &amp; Rittenburg, 2004, p. 5</b>	Ethical judgement	“generalized perceptions of good and bad individual behavior”
<b>Shaw &amp; Clarke, 1998, p. 163</b>	Ethical consumption	“the degree to which consumers prioritize their own ethical concerns when making product choices”

**Table 2-1: Definitions of ethics used in literature**

This table provides a brief overview of explanations used in this area of research, to give the reader a general depiction of definitions used in the literature. As seen above, in the business realm, ethics and those who practice ethical consumption have been coined many terms including ethical consumption, consumer ethics, ethical consumerism, consumer ethical

behaviour, socially conscious consumer. All these terms are ultimately interchangeable and will be utilised throughout this study.

Ethical consumer behaviour is concerned with decision-making, purchases and other consumption situations that are affected by a consumer's ethical concerns (Cooper-Martin & Holbrook, 1993). The term ethical consumption conveys actions a consumer takes to express their ethical standpoint through their purchasing decisions to avoid products that clash with their ethical morals (Cho & Krasser, 2011). Low and Davenport (2007) deem that ethical consumers have concerns about human welfare, animal welfare, and environmental welfare. It is believed that consumer ethics should involve core values about social justice, morality and just behaviour (Eckhardt et al., 2010). Similarly, Harrison et al. (2005) define that ethical consumers "care whether a corporation promotes employees of minority ethnicities, plan their consumption to avoid harm to other animals, worry about product transportation distances and probably a plethora of other concerns" (p. 4). Additionally, Bartels (1967) explain that consumer ethics is influenced by basic cultural aspects such as "law, respect for individuality, nature of power and authority, rights of property, concept of deity, relationship of the individual to the state, national identity and loyalty, values, customs, and mores, state of the arts etc..." (p. 22).

This behaviour could be presented in the form of purchasing free range food products to boycotting products produced by child labour (Harper & Makatouni, 2002). Freestone and McGoldrick (2008) stress the importance of creating a distinction between the environmental movement and green consumerism. It is important to outline this difference as ethical concerns encompass a larger variety of issues (Shaw & Shiu, 2002) and are concerned with the 'people' element of consumerism (Strong, 1996). Many concepts and terms can be linked to an individual's efforts to consume ethically (Shaw & Newholm, 2002) such as voluntary simplicity (Grigsby, 2004), downshifting (Nelson, Rademacher, & Paek, 2007), ethical simplifiers (Shaw & Newholm, 2002), slow living (Parkins & Craig, 2006), making purchases based on environmental or social sustainability (Newholm & Shaw, 2007) or boycotts of unethical companies (Micheletti, 2003).

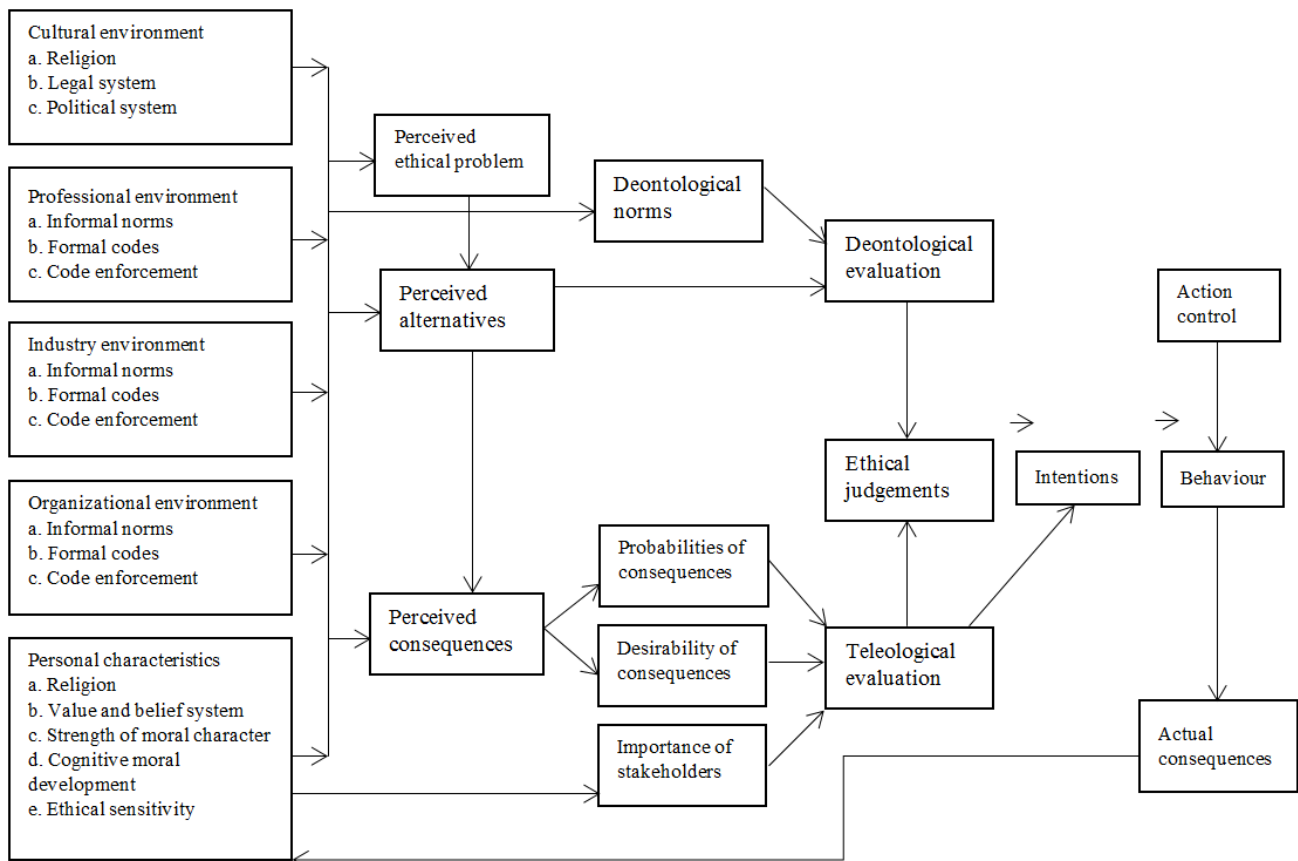
### 2.3 ETHICAL DECISION MAKING

Many studies on unethical behaviour adopt explanations from psychology and sociology by referring to seminal models of decision-making (Fukukawa, 2002). As mentioned earlier, Fukukawa (2002) suggested that two streams of literature are applied to consumer ethics. The majority discussing decision making processes are applied to the first stream, regarding types of behaviour like shoplifting, however are still relevant to the second stream, regarding consumer behaviour. The Theory of Planned Behaviour (TPB) (Ajzen, 1991) provides the basis for much of ethics literature. This theory suggests that behaviour in a certain context is a direct function of behavioural intention, which is a result of attitude and subjective norms (Borgmann, 2000; Chatzidakis, Hibbert, & Smith, 2005). The model's components comprise attitude, social norms, perceived behavioural control (Ajzen, 1991). The model also considers perceived barriers to complete intended behaviour (Borgmann, 2000). Rest (1986) examines ethical decision-making in the Four Component Model of Moral Behaviour - identifying the moral nature of a situation, making a moral judgment, establishing moral intent and taking action. Specifically, there are two seminal models in ethical literature which help researchers to understand how a consumer undergoes the consideration of ethicality in their decision making process.

#### 2.3.1 The Hunt and Vitell model

Hunt and Vitell (1986) produced a model, The General Theory of Marketing Ethics, which explains that the decision-maker's view of an ethical issue arises from the various options the consumer has to resolve the problem. This begins with the perception of the ethical problem and the numerous external factors and variables. Two assessment cycles then take place, a deontological evaluation and/or a teleological evaluation. The deontological evaluation involves the individual assessment of perceived behaviour or alternatives, and how 'right' or 'wrong' these options are (Vitell, 2003). The teleological evaluation refers to how good or bad the outcome will be from the decision made (Vitell, 2003). Some studies have suggested that consumers' ethical considerations are likely to be a result of both teleological and deontological evaluation (Hunt & Vasquez-Parraga, 1993; Mayo & Marks, 1990). However, these studies used marketing managers as part of their sample, representing some unreliability and bias in their findings. A more recent and reliable test of the Hunt and Vitell

model was conducted by Vitell, Singhapakdi, and Thomas (2001) to conclude that consumers' ethical considerations rely mainly on deontological evaluations when making judgements. This model supports the TPB (Azjen, 1991) which suggests that behaviour is determined by intention. A later revised version (Figure 2-1) goes in depth into the four factors of ethical decision making (Hunt & Vitell, 2006)

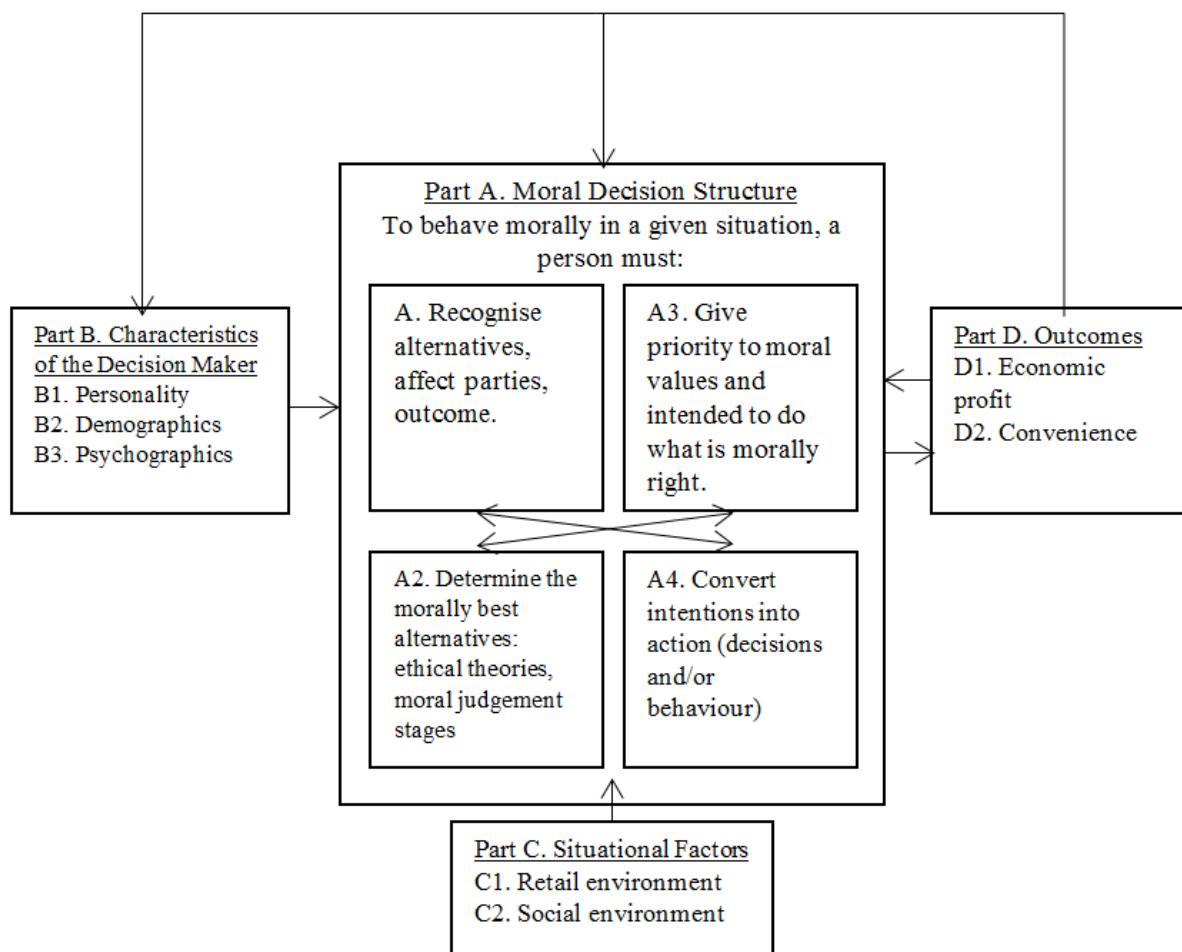


**Figure 2-1: Revised General Theory of Marketing Ethics adapted from Hunt and Vitell (2006)**

### 2.3.2 The Ethical Decision/Action Process model

Wotruba (1990) produced the Ethical Decision/Action Process model (EDAP) which was then adapted further by Shen and Dickson (2001) (Figure 2-2). Although Wotruba's study reviewed salespeoples' processes of arriving at ethical decisions and Shen and Dickson (2001) reviewed decisions in the form of shoplifting, this model creates a useful indication of what influences an ethical decision. The EDAP model is developed from Rest's (1986) Four Component Model of Moral Behaviour. The EDAP model is sectioned into four main areas - moral decision structure, characteristics of the decision maker, situational factors and

outcomes. Part A explains the moral decision structure involving four major psychological processes including 1. recognising alternatives, who would be affected by these and the outcomes, 2. determining which is the morally correct alternative, 3. prioritising alternative actions to align with moral values and lastly, 4. taking action. Part B involves the characteristics of the decision maker such as demographic, positional and behavioural factors which affect ethical decision making. Part C refers to situational factors including retail and social environments. Part D then explains the outcomes such as economic profit and convenience.



**Figure 2-2: Consumer Ethical Decision and Action Process Model adapted from Shen and Dickson (2001)**

By understanding these decision-making models, their concepts and constructs can assist in conceptualising how consumers make ethical or unethical choices and what influences these decisions.

## 2.4 THE CLOTHING INDUSTRY

To provide a framework for this research, the clothing industry was chosen as it has received much attention in the last few decades. The apparel industry is often accused of environmental damage such as the release of carbon monoxide and volatile organic compounds into the air, as well as the pesticides and fertilizers used in cotton plants polluting the air (Shen, Wang, Lo, & Shum, 2012). Other forms of unethical practices in the clothing industry can include products manufactured involving the use of animals for testing products, and the employment of factory workers in developing countries (d'Astous & Legendre, 2009). The clothing industry has come under much scrutiny for human rights abuses in the manufacturing and distribution of products under sweatshop conditions (Emmelhainz & Adams, 1999). Sweatshops have not developed their own definition as they are complex in nature. However, Radin and Calkins (2006) explain sweatshops as work environments that violate laws, and where employees are exposed to, and subject to, extreme exploitation, poor conditions, arbitrary discipline and fear of speaking out.

An area where unethical consumption as a result of sweatshop manufacturing is highly frequent is the fast fashion industry. Fast fashion can be defined as low cost clothing based on current fashion trends, imitating those of luxury fashion trends, and encouraging disposability (Fletcher, 2008). Examples of companies that have been involved in sweatshop accusations and scandals include Nike, H&M, Zara, Topshop, GAP (Joy, Sherry, Venkatesh, Wang & Chan, 2012; Radin & Calkins, 2006). Many campaigns in Western countries have pushed for changes to poor labour practices as well as boycotts against clothing organisations such as Nike and Gap (Shaw et al., 2006). Such practices associated with sweatshop manufacturers can include violation of wages, child labour, safety or health laws, labour abuses such as overtime, and sexual or physical harassment (Ross, 2004). Comparatively, some examples of ethical business practices within the clothing industry include implementing health and safety regulations, not using forced or child labour, not discriminating in the hiring process, and employing safe environmental practices, providing good working standards and conditions (Dickson, 2000; Joergens 2006).

With a light shone on this area in recent decades, a stream of literature has grown in the area of ethical clothing (Birtwistle & Moore, 2007; Goworek, 2011; Jagel, Keeling, Reppel, & Gruber, 2012; Joergens, 2006; Niinimaki, 2010; Shaw et. Al., 2006). Ethical fashion has

been defined by Thomas (2008) as “the positive impact of a designer, a consumer choice, a method of production as experienced by workers, consumers, animals, society, and the environment” (p. 525). The term ethical clothing can include concepts such as eco, Fairtrade, organic, sustainable, green fashion or recycled clothing (Jagel et al., 2012; Joergens, 2006; Thomas, 2008). “The principle is to source garments ethically while providing good working standards and conditions to workers and to provide a sustainable business model in the clothes’ country of origin” (Joergens, 2006, p. 361). Ethically aware companies will often consider factors such as choosing environmentally sustainable products, and employing suppliers and producers that abide by fair trade regulations (Joergens, 2006). Fair trade involves ensuring fair price and working conditions for producers and suppliers as well as promoting equitable trading agreements (Shaw et al., 2006). A growing number of fashion retailers such as American Apparel, are striving to take a new approach of fashion with a conscience. Much of the literature on ethical clothing has focused on consumers' awareness, attitudes, purchase intentions toward ethical options (Joergens, 2006).

## **2.5 ATTITUDE-BEHAVIOUR GAP**

Studies have been conducted (Carrigan & Attalla 2001; Follows & Jober, 2000; Roberts, 1996; Uusitalo & Oksanen, 2004) to conclude that consumers’ ethical concerns are often not manifested in their behaviour. There is a widely acknowledged gap between expressed attitudes, intentions and behaviour (Belk, 1985), which has been referred to as the attitude-behaviour gap, ethical purchasing gap or words/deeds inconsistency in numerous studies (Carrington, et al., 2010; Nicholls & Lee, 2006; Papaoikonomou et al., 2011). To conceptualise this, a recent analysis suggested that 30% of consumers in the United Kingdom identify themselves as being ethically oriented and yet, only 4% of consumers spend in ethical product categories (Davies, Lee, & Ahonhhan, 2012). It is suggested that consumers are primarily motivated by self-interest as opposed to the interests of society as a whole (d’Astous & Legendre, 2009). Research has been shown that consumers ignore useful information in the marketplace to continue with consumption habits that are immoral, unethical, embarrassing or self-destructive (Cluley, 2015; Hirschman, 1992). Ehrich and Irwin (2005) suggest that consumers do not go out of their way to seek ethical information on the products they are using, at the rate they would if the information were readily available.

The research proposes that this “willful ignorance” (Ehrich & Irwin, 2005, p. 266) stems from a desire to avoid negative emotions that arise from discovering that a product is unethical. Due to this process, consumers may choose to be ignorant and blind to information of labour conditions, human rights abuses, land rights, irresponsible marketing, environmental impacts or intellectual property issues involved in the products and brands they consume (Borgmann, 2000; Eckhardt et al., 2010). An early study conducted by Roberts (1996) concludes that “the high levels of environmental concern and social consciousness expressed in the myriad of surveys on the subjects suggest that concern is high but consumer behaviour consistent with such concern is lacking” (p. 82). Similarly, Humphery (2011) also suggests that the numerous surveys have indicated a high awareness of, and belief in, environmental and ethical implications of consumption which does not tend to translate to actual buying behaviour. Carrington et al. (2010) push this idea further, suggesting that consumers intend to consume more ethically but are “hampered by various constraints and competing demands before we get to the cash register” (p. 140). Similarly, Harrison et al. (2005) suggest that the majority of consumers are sympathetic and concerned with societal and environmental issues however are not active in representing this.

Though consumers may be concerned with the sustainability and social impact of products outside of the clothing genre, such as food, recycling or cosmetics, this often does not apply or transfer to their clothing purchases (Joy et al., 2012). Though many consumers claim they are concerned about clothing manufacturing practices overseas and intend to avoid products manufactured with sweatshop labour, this is often not represented in consumers’ actions and behaviour (Shaw et al., 2006). Like much of what is presented in the literature above, many consumers show behavioural inconsistencies and discrepancies between ethical beliefs and actual purchasing behaviour in the clothing context (Shaw et al., 2006).

### **2.6 CONSUMER JUSTIFICATIONS FOR UNETHICAL CONSUMPTION**

When ethical issues arise, consumers are required to search for appropriate and defensive justifications to support their decisions (Coughlan, 2005). Huber and Seiser (2001) outline two core types of justification - accounting and convincing. Accounting refers to a decision-maker presenting an explanation to those not involved in the decision-making process. Convincing refers to the process of the decision-makers providing justifications to persuade



other decision-makers that their choice is the right one. Using a sociological approach, Grove, Vitell and Strutton (1989) theorised that consumers justify non-normative behaviour in five ways. These rationalisations include denial of responsibility, denial of injury, denial of victim, condemnation of the condemners, and appeal to higher loyalties. Borgmann (2000) suggests that copious amounts of unethical consumption in this era can be associated with society being disconnected from production, and the promise that products hold of pleasure and release from reality.

Eckhardt, Belk and Devinney (2010) conducted a study on consumer justifications, specifically in the context of unethical consumption, through several interviews from several different countries, aiming to explore possible disparities from one country to another. The study outlined three justification strategies for unethical consumption. These include economical rationalisation, institutional dependency and developmental realism. Economical rationalisation refers to the additional costs involved in consuming ethically. This is a result of consumers believing that lower prices, even with poorer quality, are more important than ethics (d'Astous & Legendre, 2009). An example given by d'Astous and Legendre (2009) is that of counterfeit products, which are viewed as a superior option due to the excessive price of original products. Institutional dependency involves the idea that the government would put in place laws and regulations to consume ethically if it were necessary. This can be explained as consumers' tendency to blame others, in particular the government (d'Astous & Legendre, 2009). Vitell and Muncy (1992) suggest that consumers may blame the government due to their perceived link between illegal action and lack of ethics. Developmental realism reflects ethical consumption as a given for economic growth. Consumers believe that economic development of countries is a rationale for practising unethical consumption (d'Astous & Legendre, 2009). These three theories are then tested by d'Astous and Legendre (2009) in a study measuring consumers' agreement with these justifications, ultimately concluding that they are reliable.

A study conducted by Carrigan and Attalla (2001) concludes that their respondents justified and rationalised their unethical consumptive behaviour with two reasons - firstly, through hopelessness and secondly, that what is ethical has to be viewed in terms of the host country. Their study also claims that participants stated that if they had the financial ability they would pay the premium for ethical products and discriminate against unethical companies.

Research has also reviewed the role of psychological processes during unethical decision-making, turning to the concept of non-conscious cognitions to justify consumer actions (Cluley, 2015). These non-conscious cognitions are not active, reasoned or goal oriented, but a failure of control by the consumer (Baumeister, 2002; Cluley, 2015). Cluley (2015) explores the concept of non-conscious repression when thinking about consumption habits. Repression can be seen as a way of changing the subject and learning how to ignore uncomfortable information from the consciousness (Cluley, 2015). Self-deception is another area which has been studied in regard to unethical behaviour (Chance, Norton, Gino, & Ariely, 2011). Techniques of neutralisation have been explored in unethical consumption research (McGregor, 2008; Sykes & Matza, 1957; Vitell & Grove 1987). Neutralisation is the process by which people justify their actions as a way of coping with decision conflict, and prevent themselves from feeling guilty by downplaying a situation (Chatzidakis et al., 2005). McGregor (2008) extends the neutralization concept by explaining eight techniques. These include defense of necessity (Minor, 1981), claim of the metaphor of the ledger (Klockars, 1974), denial of the necessity of the law and claim of entitlement (Coleman, 1994), claim of postponement and justification by comparison (Cromwell & Thurman, 2003) and lastly, the claim of relative acceptability and the claim of individuality (Henry & Eaton, 1994). McGregor (2008) briefly extends on the justification, the claim of individuality (Henry & Eaton, 1990), by extending it as an “I don’t care attitude” (p. 271) reflecting a lack of empathy for others, showing impassiveness, disinterest and indifference. This concept of disinterest will be reviewed further below.

## **2.7 CONSUMER APATHY**

In the context of this current research, consumer apathy is suggested as a main reason and rationalisation for the widely recognised attitude-behaviour gap in ethical clothing consumption. Literature on apathy has primarily focused on four areas - medical, political, employment and education. Although ethics and consumption literature has yet to consider the concept of consumer apathy, constructs can be taken from the current areas and applied to this research. Apathy has been researched extensively in the area of medical research (van Reekum et al., 2005), and touched on in regard to political apathy (DeLuca, 1995), student apathy (Marshall, 2008) and job apathy (Schmidt, Park, Keeney, & Ghumman, 2015). Apathy

can be defined in medical terms as a “lack of interest or emotion” (van Reekum et al., 2005, p. 7). Although it is a well-known concept, there is very little research examining the construct (Schmidt et al., 2015). In a study reviewing apathy towards sports, it divides apathy into three sub-themes. These include irrelevance, external constraints and lacking information (Lock & Filo, 2012). Antecedents of apathy are known to arise from a defence mechanism against feelings of hopelessness, and emotional and physical deprivation (Okada, 1995).

Shaw, McMaster and Newholm (2016) confirm this by recognising the concept of caring is somewhat acknowledged in the current literature but is rarely described, defined or analysed. Consumer apathy can be defined as “a political or ethical complacency driven by a refusal to accept and/or act on the need for personal and social change in what and how much is consumed” (Humphrey, 2011, p. 236). This review explores a small article which defines consumer apathy in two contexts (Humphrey, 2011). Firstly, it is used when describing the barriers to change the nature of consumption in the developed world especially in the context of ethical and political critiques of consumer culture. Secondly, it is described as the tendency for consumers to resist change in regard to products and brands, also referred to as habitual purchase habits (Humphrey, 2011). Although consumer apathy has not been directly recognised in the literature, some research echoes its constructs. Many qualitative studies mirror traits of consumer apathy toward unethical consumption directly from consumers, “we all know about McDonalds cutting down trees and promoting unhealthy food, but all of us here eat McDonalds” (Carrigan & Attalla, 2001, p. 569). Definitions of apathy mirror ideas presented in the research of Shaw et al. (2016) regarding care theory in relation to ethical consumption. This paper suggests that a care deficit in our society can explain much of the well-researched attitude-behaviour gap, for there can be care without commitment but there cannot be commitment without care (Blustein, 1991). Carrigan and Attalla (2001) break down the different types of consumer attitudes to ethical purchasing as presented in the matrix shown in Figure 2-3. Consumer apathy can be represented by the section of cynical and disinterested, with low ethical purchase intention and high ethical awareness.

		Ethical Awareness	
		High	Low
Ethical Purchase Intention	High	Caring and Ethical	Confused and Uncertain
	Low	Cynical and Disinterested	Oblivious

**Figure 2-3: Consumer attitudes to ethical purchasing adapted from Carrigan and Attalla (2001)**

Additionally, apathy has often been researched in relation to the Bystander Effect (Darley & Latane, 1968). This concept is commonly understood as a situation where a person who faces someone in distress is less likely to respond to the person in distress if they know that others are present and available to respond (Garcia, Weaver, Mosokowitz, & Darley, 2002). This theory is linked to the diffusion of responsibility which reflects the notion that the more people involved or present in a situation, the less likely an individual feels responsible to help (Garcia, et. al., 2002). In the case of unethical clothing consumption, Bystander Effect can be applied.

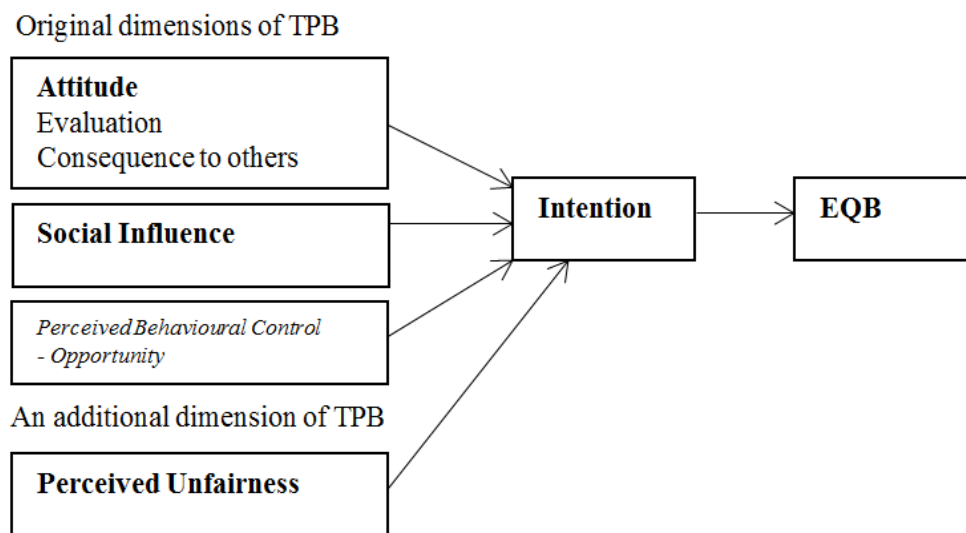
Literature has neglected the concept of consumer apathy, identifying a gap in literature. This thesis aims to fill this gap by understanding consumer apathy for unethical clothing consumption. For the purpose of this research, it is suggested that the concept of consumer apathy is a key reason for unethical consumption within the clothing industry and therefore will be incorporated in this study.

## 2.8 FACTORS OF AND INFLUENCES ON ETHICAL CONSUMPTION

Many factors and antecedents of ethical and unethical consumption behaviour have been reviewed in the literature and will be explored in the following section. In a broad study on

behaviour in general, Fishbein and Azjen (1980) explore the Theory of Reasoned Action which explains that behaviour has two antecedents which are individual factors and social norms. Deriving much of its information from the Theory of Planned Behaviour (TPB) (Azjen, 1991), Fukukawa (2002) produced an ethically questionable behaviour (EQB) framework presented in two parts (

Figure 2-4), It suggests that the intention to engage in EQB depends on specifics such as attitude, social and peer influence, perceived behavioural control, and the perception of fairness.



**Figure 2-4: The framework of ethically questionable behaviour in consumption adapted from Fukukawa (2002)**

Similarly, O’Fallon and Butterfield (2005) conducted a literature review of empirical research on ethical decision-making, to conclude that individual, situational and issue-related factors influence ethical decision-making. Additionally, Ferrell and Gresham (1985) outlined factors influencing a consumer’s ethical decision-making including individual factors, significant others in the organization, the setting involved, and the opportunity for action. Hunt and Vitell (1986) postulate that factors including personal experiences, industry norms, organisational environment and cultural norms affect how an ethical situation is perceived and how alternatives, solutions and consequences are recognised. Furthermore, Muncy and Vitell (1992) outlined three factors likely to contribute to ethical decisions by consumers,

including whether the consumer is passive or active in the action, whether deceitful or fraudulent behaviour is involved, and whether direct harm results.

Many factors can influence a consumer's decision to consider ethicality in their consumption, and has been reviewed thoroughly in the current literature. Carrigan and Attalla (2001) suggest that consumers tend to make ethical purchases that do not impose extra cost, suffer loss of quality or make additional effort. Singhapakdi et al. (1999) explain that consumers' ethical judgments vary according to the context and situation, and the perceived personal costs and benefits. Carrigan and Attalla (2001) explain that "it may be that ethics only matter to the consumers if they have a vested personal interest in them, and they would be personally positively or negatively affected by the behaviour" (p. 566). Consuming ethically manufactured products can be a process of spending more time and effort, spending more money, or even doing without a popular brand. Consumers are often unwilling to undertake any extra effort to consume ethically with price, value, trends and brand image remaining the main factors in purchase choice (Carrigan & Attalla, 2001). This resulting additional effort affects the consumer's willingness to practice ethical consumption behaviours (Follows & Jobber, 2000). Consumers may also not be willing to sacrifice their comfort and lifestyle for social and ethical causes (Eckhardt et al., 2010).

Although a number of factors of unethical consumption have been researched, situational, individual and product factors are the most contentious and widespread in the literature. These will be further explored in the following section.

### **2.8.1 Situational factors**

A review conducted by Ford and Richardson (1994) explains that generally ethical decision making models explain influences in two sections, individual and situational. Situational factors as explained in the review include referent groups, top management influence, codes of conduct, type of ethical decision, organizational factors and industry factors. Other aspects that have been considered are limited availability and limited product ranges of ethical products (Nicholls & Lee, 2006). Additionally, Strong (1996) suggests that information is the key to consuming ethically. Sproles et al. (1978) explain that effective decision making requires consumers to be fully informed, therefore, with clearer information on the ethical or unethical practices of certain companies this will assist in purchasing decisions (Carrigan & Attalla, 2001). Ellen (1994) proposed that consumers may not have sufficient knowledge or

information necessary to make sound decisions based on ethical nature. Awareness of ethical companies was expressed as a reason for consuming unethically in a study conducted by Carrigan and Attalla (2001). It is suggested that consumers will register negative behaviour of a company, but often positive ethical behaviour goes unnoticed. Time pressure is another factor that is considered which results in drastically reduced search activity (Carrigan & Attalla, 2001). A number of situational factors can influence a consumer's desire to consume ethically.

### **2.8.2 Individual factors**

Researchers have traditionally regarded unethical action as a consequence of individual characteristics such as gender, cognitive moral development, code of ethics, ethical climate and characteristics of the moral issue (O'Fallon & Butterfield, 2011).

A number of studies that consider personality as a mediating factor have been researched (Shen & Dickson, 2001; Stevens, Deuling, & Armenakis, 2012). A survey conducted by Rallapalli, Vitell, Wiebe, and Barnes (1994) outlined four personality traits high in those with fewer ethical beliefs concerning consumer actions. These traits included high need for autonomy, aggression, innovation and risk taking. Additionally, the study found those with a high need for social acceptance and strong problem solving styles had more ethical beliefs concerning consumer actions. A particular personality trait that has received a significant amount of attention is Machiavellianism (Shen & Dickson, 2001). Those with Machiavellian personalities can be described as dominant, isolated, cold, pragmatic, exploitative and inscrutable people (McHoskey, Worzel & Szyarto, 1998). Machiavellians tend to take actions that they deem necessary, without caring for the consequences affecting others (Shen & Dickson, 2001). Another aspect of personality which affects consumers' ethical or unethical consumption patterns is their moral philosophies and thoughts. Zhao and Xu (2013) outline two individual characteristics that refer to personal moral philosophies, moral idealism and moral relativism. Moral idealism refers to the degree to which consumers concentrate on the 'rightness' and 'wrongness' of a decision (Swaidan, Vitell, & Rawwas, 2003). These consumers take the stance that any behaviour harming humans is bad and should be shunned. Moral relativism is the belief that moral standards and belief sets are dependent on the culture, location and time in which they take place (van Kenhove, Vermeir, & Verniers, 2001).

It must be recognised that ‘being ethical’ and ‘being unethical’ are very subjective terms and the boundaries of these can vary from person to person. Various cultures and societies have different norms and expectations, therefore different ethical standards (Shen & Dickson, 2001). Consequently, an individual’s location can have a huge influence on unethical consumption behaviour. Bartels (1967) identified numerous cultural influences on consumer ethics including laws, respect for individuality, nature of power and authority, property rights, concept of deity, relation of the individual to the state, national identity and loyalty, values, customs and norms. Shen and Dickson’s (2001) study looked at unethical clothing consumption activities and compared Chinese culture as a representation of Eastern culture and the United States as a representation of Western culture. This study concluded that those identifying with United States culture tended to be more accepting of unethical consumption practices than those identifying with Chinese culture.

Research in the area of consumer ethics and ethical consumption has produced sporadic and conflicting results in regard to relationships between ethical views and certain demographics (Roberts, 1996). Many demographics have been tested in many different studies. Bray, Johns and Kilburn (2011) explain that consideration of ethics is shown to increase with age (Hines & Ames, 2000), be greater in female consumers (Roberts, 1996), and increase with affluence (Barnett, Cafaro, & Newholm, 2005) and to be larger at lower educational levels (Dickson, 2001). In addition to geographical location, Muncy and Vitell (1992) recognised that age, income and education all had notable relationships to ethical decisions. A study conducted in the United States of America concluded that consumers who are young, well-educated and of higher income earnings tend to be more accepting of unethical consumption (Fullerton et al., 1996). However, Roberts (1996) explains that a negative relationship between income and socially responsible consumers is apparent in his research, which “casts doubt on the theory that socially conscious consumers are members of the upper socioeconomic stratum” (Roberts, 1996, p. 82). Papers have explored the correlation between adolescents and ethical consumption (Flurry & Swimberghe, 2016). An early research paper conducted by Roberts (1996) had statistical correlations between gender, income level and age as related to socially conscious consumers; however the largest amount of variation explained by these was 8%, putting into question the strength of these relationships.

Although many studies have found statistically significant relationships between different demographics and ethical behaviours, Bray et al. (2011) raise the point that similar authors



find no correlations. This suggests that demographic influences are weak predictors of ethical behaviour (Bray et al., 2011; O'Fallon & Butterfield, 2005). Roberts (1996) suggests the demographics are not good predictors or factors of socially responsible behaviour and for marketers to focus their ethical efforts into one segment would be to miss out on a large portion of the market.

### **2.8.3 Product attributes**

Literature expressed a number of ethical product attributes that influence unethical clothing consumption and serve as major barriers to ethical clothing consumption. The most widespread and contentious in the literature are explored below, as they became prevalent in the literature reviewed. These barriers will then be used to form the conjoint analysis utilised in this research.

#### **2.8.3.1 Pricing**

Price is an important factor during the decision making process of a good or service (Han, Gupta, & Lenmann, 2001). Consumers generally seek to maximise their satisfaction within a certain budget constraint (Monroe, 1973). It is commonly recognised that price is often the most important factor impeding purchase decisions (Carrigan & Attalla, 2001). A number of studies have confirmed that price is associated with ethical consumption decisions (Chan & Wong, 2012). Many studies explain that price is one of the top three influences of an ethical decision (Shaw et. al., 2006). Especially when convenience products are being evaluated, consumers are more concerned about economic and financial aspects as opposed to ethical attributes (Didier & Lucie, 2008).

High price is commonly referred to as the most common reason for the gap between intention and actual purchase decision (Gleim & Lawson, 2014; Tsakiridou, Boutsouki, Zotos, & Mattas, 2008). Not only has price been identified as a major barrier to ethical clothing consumption, it has also been identified as a common justification (Eckhardt et. al., 2010). Studies have expressed that price is a major barrier to ethical consumption (Browne, Harris, Hofny-Collins, Pasiecznik, & Wallace, 2000; Carrigan & Attalla, 2001) due to a societal expectation that ethically produced clothing has a significantly higher price (Stanforth & Hauck, 2010). Ethically produced products are perceived as more expensive by

consumers in order for the company to pay their producers a living wage or to help fund fairer business practices (Araque-Padilla, Montero-Simo, Rivera-Torres, & Aragon-Gutierrez, 2015; Shaw et. al., 2006). A study conducted by Stanforth and Hauck (2010) state that perceived pricing of ethically produced products was 30-40% more expensive than products that were not produced ethically. Despite price being the primary barrier to ethical consumption, very few studies show an unwillingness to pay a premium for ethically produced products (Akkucuk, 2011; Tully & Winer, 2014).

Many studies confirm that consumers are willing to pay a price premium for ethically produced products (Trudel & Cotte, 2008). Studies have been conducted to determine consumers' willingness to pay for ethical products such as certified forest products, organic fresh produce, fair trade coffee, electronics, eco-labelled toilet paper and eco-labelled wood products (Aguilar & Vlosky, 2007; Arnot, Boxall, & Cash, 2006; Bjorner, Hansen, & Russell, 2004; de Pelsmacker, Driesen, & Rayp, 2005; Saphores, Nixon, Ogunseitan & Shapiro, 2007). These studies have found a range of results of premiums that would be paid for ethically produced products (Arnot et al., 2006) from averages of 1% to 18% price premiums.

Studies have also reviewed consumers' willingness to pay a price premium for ethical apparel products. Of the research that has been conducted, the majority indicate that consumers are willing to pay a premium for ethically produced or manufactured products as presented below. McGoldrick and Freestone (2008) conducted a questionnaire of 1002 consumers which concluded that 58.5% expressed a willingness to pay at least a 6% premium for ethically produced apparel. Prasad, Kimeldorf, Meyer and Robinson (2004) sold socks in a department store labelling 'good working conditions' and found that at least 25% of customers who purchased socks in this store were willing to pay 40% more for these ethically produced socks over other unlabelled socks. Similarly, Hustvedt and Bernard (2010) studied a consumer's willingness to pay based on ethical information labelling on clothing based on an auction and found that labour-related labelling increased consumers' willingness to pay. Furthermore, Ellis, McCracken and Skuza (2012) found consumers in their study were willing to pay a 25% premium for ethically produced cotton apparel. Hiscox and Smyth (2007) found that consumers were willing to pay a 10% premium on towels produced in fair labour conditions, however when this premium was increased to 20% they experienced a decrease in sales. In addition to consumers expressing a willingness to pay higher prices for ethically produced products, consumers would expect to pay less for unethically produced products (Moosmayer, 2012).

Although studies have shown consumers are willing to pay a premium for ethically produced clothing, it seems consumers will only pay up to a certain amount. It is suggested in the literature that a 10% price premium would not affect a consumer's purchase decision of ethically produced garments, however more than a 25-30% price premium would be viewed as too expensive (Miller, 1992). In conclusion, literature shows that price is the most important factor and barrier to ethical consumption, however, consumers are willing to pay a small premium for these ethically produced products.

### ***2.8.3.2 Information***

A purchase decision consists of many elements including problem recognition, information search, evaluation of alternatives, product choice and outcome (Kotler & Keller, 2006). Information search is the stage of the decision making process whereby a consumer will collect information from a number of sources to assist in making a choice (Blackwell, Miniard, & Engel, 2001). Information search or the gaining of knowledge on the product or brand has been found to reduce a consumer's uncertainty for decision making and encourage consumers' purchase intention (Bei, Chen, & Widdows, 2004; Jacoby, Chestnut, & Fisher, 1978). Research suggests that awareness and knowledge of a product is a prerequisite for action (Tallontire, Rentsendorj, & Blowfield, 2001). Sproles et al. (1978) argue that efficient decision making requires consumers to be fully informed. The benefits of an information search are reflected by the extent to which the decision satisfies the consumer's needs in addition to minimizing negative emotion and the effort of justifying the purchase decision (Bettman, Luce, & Payne, 1998). The cost of an information search is valued by the effort, time spent and the expenditure required. Therefore, information searches can often be more extensive and beneficial when the costs of the information search are low i.e when information is easily accessible (Zander & Hamm, 2012).

Strong (1996) suggests that information is the key to consuming ethically. The aforementioned study conducted by Shaw et al. (2006) identified lack of information as the second most prevalent barrier faced by consumers relating to the origins of clothing products and companies' policies regarding sweatshop labour. Similarly, lack of ethical information was expressed as a reason for consuming unethically in a study conducted by Carrigan and Attalla (2001). Sproles et al. (1978) explain that effective decision making requires consumers to be fully informed, therefore clearer information on the ethical or unethical

practices of certain companies will assist in purchase decisions (Carrigan & Attalla, 2001). Ellen (1994) proposed that consumers may not have sufficient knowledge or information necessary to make sound decisions based on ethical nature. Although codes of conduct or corporate policies are available on companies' websites, the degree of effort for this external information search is often discouraging for consumers especially considering this information is not available at point of purchase situations (Shaw et. al., 2006). A common way of conveying ethical information is through labelling, also known as social labelling. The objective of social labelling is to provide information to consumers to allow them to make decisions to support ethical businesses (Dickson, 2001).

Consumer decision-making cues such as information labelling are not readily available in the clothing industry, therefore it is difficult for the consumer to make ethical decisions when there is no information to aid and guide the decision-making process (Shaw et. al., 2006). Labelling of socially responsible information notifies the consumer about conditions surrounding the manufacturing and production of products (Hilowitz, 1997). Currently, labelling for ethically produced products has taken form of fair trade, eco-labels, organic food labels, forest certification labels and anti-slavery labels (Castaldo, Perrini, Misani, & Tencati, 2009). The introduction of ethical labelling is said to help consumers swiftly determine the ethical nature of a clothing product while reducing information search time (Shaw et. al., 2006). Research has found that there is a positive relationship between product information and purchase intention (Park & Stoel, 2002). A study conducted by Valor (2007) reviewed the influence of information on labour abuses for clothing purchases to conclude that the main obstacle for consumers to behave ethically is the lack of information. Therefore, improving the labelling systems and increasing information awareness would encourage ethical purchases. Additionally, studies involving real-life store environments have found increases in ethical purchasing when information labelling is available (Hustvedt & Bernard, 2010; Prasad et al., 2004).

Some studies however, have produced conflicting results. Carrigan and Attalla (2001) queried their participants to see if information available on the ethical nature of a brand would help, however there were sporadic responses with some saying it would make a difference and some saying it would add to the confusion and that other factors such as price and quality were more important. Borgmann (2000) recognises that "given the complexity of modern production, a fully informed consumer is unattainable" (p. 258). An overwhelmed ethical consumer sometimes finds additional information unwelcome (Shaw & Clarke, 1999).

Carrigan and Attalla (2001) suggest that today there is so much knowledge for a consumer to take in that information on a brand can often detract from, rather than enhance, choice. Despite this, the majority of research in the area of ethical information labelling concludes that it would encourage and assist ethical purchase decisions. Additionally, ethical information labelling would also help consumers to avoid unethical companies (Dickson, 2001).

Often labelling will display a product's COO which can affect purchase intention. COO effects have been described as "the picture, the reputation, the stereotype that businessmen and consumers attach to products of a specific country. This image is created by such variables as representative products, national characteristics, economic and political background, history, and traditions" (Nagashima, 1970, p. 68). Presenting the COO on labelling of a product can result in COO effects, referring to any influence this might have on the consumer's attitude or purchase intention toward the product (Elliot & Cameron, 1994). COO can have a significant influence on a consumer's evaluation of ethical product offerings, as many countries are associated with labour issues especially in regard to clothing (Jegethesan, Sneddon, & Soutar, 2012). Shaw et al. (2006) explain that consumers will often avoid products made in foreign countries that are perceived as dubious or notorious. Examples such as China were given.

### ***2.8.3.3 Availability and attainability***

The availability of options during the decision making process allows the consumer to evaluate alternatives, perform comparisons on product attributes and make a purchase decision (Haubl & Trifts, 2000). Both product availability and unavailability have been shown to trigger purchase intention (Steinhart, Mazursky, & Kamins, 2013). This product availability or unavailability can be perceived negatively or positively by consumers (Steinhart, et al., 2013). Additionally, it is suggested that product availability and product unavailability can trigger the intention to purchase (Steinhart, et al., 2013).

Nicholls (2002; Nicholls & Lee, 2006) explains that limited ethical product availability is a major factor for the attitude-behaviour gap and is regarded as a major barrier or stumbling block toward ethical consumption (Hira & Ferrie, 2006; Uusitalo & Oksanen, 2004). A study conducted by Jeorgens (2006) suggests that consumers feel like they do not have any sound alternatives to unethically produced clothing and that there are limited offerings of ethical

products especially in the mainstream outlets such as High Street (Shaw et al., 2006). This is worsened by consumers being constrained to locality and time available to shop around, leading them to unethical options (Shaw & Clarke, 1999). Although a small number of ethical clothing brands exist, these often are only attainable online or by mail order (Shaw, et al., 2006). Jones (1991) suggests that a factor of moral intensity of a situation is related to the availability of alternate means. A study conducted by Shaw et al. (2006) interviewed 262 consumers on the barriers to consuming ethically. Access and availability of ethical retailers was identified as the main difficulty. Many studies have reviewed consumers' concerns over unethically produced clothing and their intentions to purchase ethically and the role that availability of options plays in this (Auger & Devinney, 2007; Shaw & Shui, 2002). Being identified as a major barrier to ethical clothing consumption, it is suggested that if ethical clothing products were readily available they would be purchased (Shaw et al., 2006).

Despite availability being identified as a major barrier to ethical clothing consumption, there is little research to explore whether the availability and ease of attainability of ethical clothing options would impact consumers' purchase decision, highlighting a gap in the literature. Additionally, minimal research has considered which channel of availability for ethical clothing would be most preferred by consumers.

#### ***2.8.3.4 Fashion and style***

Much research has shown that fashion and style are pertinent factors to clothing purchase decisions (Shaw et al., 2006). This stems from the fact that clothing is not often a functional product, but a product that can represent an individual symbolically (Shaw et al., 2006) and as a formation of self-identity (Hustvedt & Dickson, 2009). Apparel must appeal visually to a consumer's personality and tastes (Ritch & Schroder, 2012). Additionally, the role of clothing that motivates consumers to purchase fashionable items is the social status and belongingness involved (Feinberg, Mataro, & Burroughs, 1992).

Often the visual appearance of apparel is the strongest purchase decision factor, as opposed to ethical nature (Gam, 2011), as put by Joy et al. (2012) "aesthetics trump ethics" (p. 286). Research has shown that style and fashion of ethical clothing products is perceived as a major barrier to ethical clothing consumption (Niinimäki, 2009; Joergens, 2006; Shaw et al., 2006). There is a societal perception that fair trade clothing alternatives are unfashionable (Carrigan & Attalla, 2001) which serves as a major deterrent for consumers (Gam, 2011). This

unfashionability can stem from the idea that green or ethical clothing uses neutral organic materials resulting in a dull garment (Carey & Cervellon, 2014). This perceived unstylish and old fashioned nature of ethical clothing is forcing consumers into trade-off decisions between ethical and fashion needs (Shaw et al., 2006). Additionally, it has also been recognised that ethical clothing often concentrates on producing casual clothing like jeans and t-shirts with consumers struggling to purchase smart clothing (Beard, 2008; Shaw et al., 2006).

#### **2.8.3.5 Brand**

Brands have been referred to in literature in terms of a legal instrument, a logo, a company, shorthand, a risk reducer, an image, a value system, a personality, a relationship, a value creating entity, and an evolving entity (de-Chernatony & Riley, 1998). Brands have the purpose of differentiation and competitive advantage (Wood, 2000). From a strategic approach, a brand allows relationships to be built with its consumers, allows the charging of price premium, reduces the risk of product introduction and gives companies power when dealing with distributors (Dawar, 2004).

Research has grown in response to the idea that brands possess meaning above and beyond functional characteristics (Patterson & O'Malley, 2006). Research has shown that consumer relationships with brands ensure cash flows in the form of loyalty, trial of new brand extensions, supply cost advantages through word of mouth and evangelism, and protection of equity in a crisis (Fournier, Breazeale, & Fetscherin, 2012). There is also evidence that consumer-brand relationships are a factor in repeat purchasing behaviour (Liu-Thompkins & Tam, 2013). Consumers' involvement in a brand may predict their willingness to make financial sacrifices to attain it (Thomson, MacInnis & Park, 2005). In the mind of consumers, the consumer-brand relationships can help them to understand the role that brands play in their lives. Brands achieve this by serving as a medium for communicating through self-presentation (Aaker, 1999) and help consumers to identify themselves in certain groups or communities (Muinz & O'Guinn, 2001) especially in regard to clothing.

Brands play a significant role in clothing purchases and it is commonly recognised that brands often guide most clothing purchase decisions and are used as a guide for product search (Bray et al., 2011). Many ethical clothing brands are unknown which serve as a major barrier to ethical clothing consumption (Carrigan & Attalla, 2001). Additionally, many popular clothing brands such as Nike, Zara and H&M are involved in unethical practices (Joy

et al., 2012; Radin & Calkins, 2006) however brand image is often more important to the consumer than the ethical nature of the product (Carrigan & Attalla, 2001).

## **2.9 CHAPTER SUMMARY**

This chapter provides the theoretical foundations for this research and identifies the key areas of literature particular to this thesis. Specifically, this chapter begins by defining ethical and unethical consumption. The review then considers consumers' ethical decision making processes and the major models in this area. This review introduces the issue of the attitude-behaviour gap in regard to consumption in the clothing industry, which is the base issue for this research. Justifications for this attitude-behaviour gap are then presented with the introduction of the concept of consumer apathy, which has yet to be considered in ethics literature. Factors influencing unethical consumption are then explained, with the main barriers identified as well as main influences of ethical clothing purchase decisions explained. It is important that research is undertaken to understand what attributes and combinations of these factors are most desired by the consumer. Therefore, by understanding how to overcome these barriers, consumers can be encouraged towards ethical clothing consumption in the future and decrease apathy toward the issue.



### **3. METHODOLOGY**

#### **3.1 INTRODUCTION**

This chapter will review the research methodology utilised in this research. A methodology is the fundamental strategy to develop an understanding of a topic (Crotty, 1998). A quantitative approach has been selected for this research. Quantitative research focuses on cause and effect relationships between two variables as a form of validity (Onwuegbuzie, 2000). The goal of quantitative research is to obtain a sample that is illustrative of the population in order to make appropriate and valid generalisations about the population from the data collected (Marshall, 1996).

Chapter Two suggested that there are many product and marketing characteristics that are considered when purchasing an ethical product (de Pelsmacker, Janssens, Sterckx, & Mielants, 2005). Additionally, the literature review ascertained a number of perceived barriers to ethical clothing consumption. This research aims to find solutions for these barriers through a conjoint analysis to understand what combinations of clothing attributes will encourage ethical purchase decisions. This method will allow this research to understand what attribute bundles can overcome the major perceived barriers to ethical clothing consumption to encourage purchase likelihood and decrease consumer apathy toward the issue. This chapter will begin with an explanation of the research design and conjoint analysis employed for this study.

#### **3.2 RESEARCH OBJECTIVES**

This research endeavours to understand the attributes of apparel which will encourage ethical clothing consumption through a conjoint analysis including the major identified barriers in the literature. To do so, research objectives have been crafted to guide this study. These objectives are:

- *Identifying major barriers to ethical clothing consumption and important factors impeding ethical purchase decisions*
- *Subsequently, to understand what ethical product attributes and combinations are most important and preferred by consumers to encourage ethical clothing purchasing*

In achieving these objectives, this research aims to contribute towards an understanding of ways to decrease the attitude-behaviour gap and apathy toward the issue.

### 3.3 CONJOINT ANALYSIS DESIGN

Conjoint analysis refers to a method which estimates consumer product preferences as a result of their overall evaluations of a set of alternatives presented in terms of levels for different attributes (Kapur, Kumar, Bange, & Surana, 2008). A conjoint analysis has the ability to measure two aspects of consumer purchase decisions - the importance of each product attribute and the degree of preference for each of these attributes (Kapur et al., 2008). Conjoint analysis allows a consumer's overall perception of utility to be broken down into a combination of certain utilities and benefits, provided by certain attributes which a consumer must rate (Rokka & Uusitalo, 2008).

For the purpose of this research, a self-explicated model was adopted. Self-explicated models are popular in marketing research (Agarwal & Green, 1991). A self-explicated model is a compositional technique which entails the respondents providing part-worth estimates without making product choice decisions (Hair, Black, Babin, Anderson & Tatham, 2006). This method is shown in research to have a higher predictive validity in comparison to traditional conjoint analysis approaches (Rao, 2014). The compositional model estimates the dependence relationship based on respondents' observing both dependent and independent variables (Hair et al., 2006). Hybrid models are often utilised when there is a large number of factors which would not be appropriate to employ traditional methods (Netzer & Srinivasan, 2011). Recent research has suggested that the self-explicated model may offer greater predictive ability compared to traditional models (Green, Kreiger, & Agarwal, 1991). The respondent indicated their desirability for each level of the attributes by selecting their least and most preferred levels then providing ratings for the remaining levels. Next, the participants allocated 100 points from a constant sum scale to each of their most preferred levels. This indicated how important the overall attribute is in their purchase decision.

Research in the area of ethics has suggested that due to the sensitivity of the topic, respondents will often answer questions in a socially desirable way, also known as social desirability bias (Carrigan & Attalla, 2001; Fukukawa, 2002). Researchers in the ethics field have argued about the difficulty of obtaining honest and accurate responses to ethical or unethical behaviour in self-report surveys and questionnaires (Al-Jabri & Abdul-Gader, 1997). Therefore, to create research to encourage honest and accurate answers, a conjoint analysis of multiple ethical clothing attributes was considered appropriate. By describing real attributes considered in a decision situation, a conjoint analysis can model realistic consumer decisions and predict consumer behaviour (de Pelsmacker et al., 2005).

Appropriate attributes and attribute levels were developed and are explained further below; one attribute at four levels, four attributes at three levels each and one attribute at two levels, resulting in 648 conjoint sets. Due to this number, in an attempt to reduce respondent fatigue, the self-explicated model was deemed appropriate as opposed to a traditional conjoint analysis method (Rao, 2014). T-shirts are commonly used as a garment for research as they are familiar and available in unisex styles (Hustvedt & Bernard, 2010). Therefore, each respondent was asked to consider the attributes in terms of a t-shirt. Participants were also asked to indicate their purchase likelihood of a t-shirt with their most preferred attributes to ensure reliability of the results.

### **3.4 STIMULI DEVELOPMENT**

#### **3.4.1 Attributes and attribute levels**

Firstly, attributes concerning ethical clothing consumption were outlined. These attributes reflect key characteristics of ethical garments which consumers use to assess a clothing product. Attributes which were most prevalent in the literature that deterred or assisted ethical clothing purchase decisions were chosen. Levels were then developed and adopted from conjoint analysis research in the field of ethical products (Jegathesan, Sneddon & Soutar, 2012; Sneddon et al., 2014). Hair et al. (2006) suggest a balanced number of levels for each attribute which was utilised for this research. Attributes and their levels can be found in Table 3-2.

### **3.4.1.1 Price**

Price is commonly recognised as the most significant consideration in a consumer's purchase decision (Carrigan & Attalla, 2001). Additionally, research has consistently shown that price is one of the most important factors of ethical purchase decisions (Armstrong & Kotler, 2000; Carrigan & Attalla, 2001; Didier & Lucie, 2008) and the most prevalent barrier to ethical consumption (Eckhardt et. al., 2010; Gleim & Lawson, 2014; Tsakiridou et al., 2008).

Research has discovered a wide range of willingness to pay for ethical clothing as explained in Chapter Two, therefore a variety of price points were included in this research. To ascertain these prices an analysis of popularly used clothing websites in USA was conducted to see the range of prices for t-shirts. The Euromonitor International database (2016) was used to discover brands in the USA with the most market share (see Appendix 1.1). The websites of the top ten brands were then analysed. Prices for plain, basic, crew neck or v neck t-shirts are presented in Table 3-1.

From this, estimates can be made on average pricing of basic t-shirts for this survey. The average lowest price found on the ten most popular US clothing websites was \$11.20. The average highest price found on the ten most popular US clothing websites was \$62.12. To create a range of pricing for this survey, three price points were chosen for the conjoint analysis including (1) \$7.95, (2) \$29.95 and (3) \$89.95.

<b>BRAND</b>	<b>WEBSITE</b>	<b>LOWEST T-SHIRT PRICE (USD)</b>	<b>HIGHEST T-SHIRT PRICE (USD)</b>
<b>Nike</b>	<a href="http://www.nike.com/us/en_us/">http://www.nike.com/us/en_us/</a>	Mens: \$9.97 Womens: \$14.97 Average: \$12.47	Mens: \$50.00 Womens: \$60.00 Average: \$55.00
<b>Old Navy</b>	<a href="http://oldnavy.gap.com/">http://oldnavy.gap.com/</a>	Mens: \$3.99 Womens: \$4.00 Average: \$4.00	Mens: \$13.99 Womens: \$16.94 Average: \$15.47
<b>Victoria's Secret</b>	<a href="https://www.victoriasecret.com/">https://www.victoriasecret.com/</a>	Mens: N/A Womens: \$17.00 Average: \$17.00	Mens: N/A Womens: \$59.95 Average: \$59.95
<b>Target</b>	<a href="http://www.target.com/">http://www.target.com/</a>	Mens: \$2.70 Womens: \$2.70 Average: \$2.70	Mens: \$47.60 Womens: \$59.99 Average: \$53.80
<b>Ralph Lauren</b>	<a href="http://www.ralphlauren.com/">http://www.ralphlauren.com/</a>	Mens: \$14.99 Womens: \$14.99 Average: \$14.99	Mens: \$145 Womens: \$150 Average: \$147.50
<b>Hanes</b>	<a href="http://www.hanes.com/">http://www.hanes.com/</a>	Mens: \$10.00 Womens: \$10.00 Average: \$10.00	Mens: \$15.00 Womens: \$15.00 Average: \$15.00
<b>Forever 21</b>	<a href="http://www.forever21.com/">http://www.forever21.com/</a>	Mens: \$3.90 Womens: \$3.90 Average: \$3.90	Mens: \$60.00 Womens: \$38.00 Average: \$49.00
<b>Levi's</b>	<a href="http://www.levi.com/US/en_US/">http://www.levi.com/US/en_US/</a>	Mens: \$12.90 Womens: \$29.50 Average: \$21.20	Mens: \$98.00 Womens: \$98.00 Average: \$98.00
<b>Underarmour</b>	<a href="https://www.underarmour.com">https://www.underarmour.com</a>	Mens: \$14.99 Womens: \$18.47 Average: \$16.73	Mens: \$90.00 Womens: \$90.00 Average: \$90.00
<b>Gap</b>	<a href="http://www.gap.com/">http://www.gap.com/</a>	Mens: \$9.99 Womens: \$7.97 Average: \$8.98	Mens: \$34.95 Womens: \$39.95 Average: \$37.45

**Table 3-1: Average pricing of t-shirts in the USA**

### **3.4.1.2 Information**

In ethics literature, it is suggested that information is key to consuming ethically (Strong, 1996) and that lack of information is a widespread barrier to ethical clothing consumption (Carrigan & Attalla, 2001; Shaw et al., 2006). Literature states that information is required to reduce risks and encourage purchase intention and decision (Bei et al., 2004; Jacoby et al., 1978; Sproles et al., 1978; Tallontire et al., 2001). Understanding preferred ways of displaying ethical clothing information is vital to encourage ethical consumption.

The literature review outlined that ethical information can come in the form of ethical labelling (e.g. Sweatshop free, Fairtrade), ethically related attributes (e.g. organic cotton) or no information presented. Conceptualising what aspects of ethical clothing information encourage purchase behaviour is important, therefore levels were adopted from previous research. As explained in Chapter Two, information and labelling of ethical products can come in a number of forms. In particular, two major types of labels emerged. Firstly, there are ethical labels that distinctly recognise the ethical nature of the product such as Fair Trade certification or No Sweat certification. And secondly, there are product attribute labels that have perceived ethical inferences such as organic material or 100% cotton (Oh & Abraham, 2016). Dickson (2001) describes the importance of incorporating a ‘no label’ level, as demonstrated in her study, due to the relevance of consumer reactions to absences of labels. Therefore, three levels were chosen for information including (1) ethical information e.g. sweatshop free, fair trade certified, environmentally sustainable, (2) ethical attribute e.g. organic cotton, 100% wool and (3) no information.

### **3.4.1.3 Country of origin**

Chapter Two explained the impact of COO on inferences about the ethical nature of products and therefore it will be included in this study. Oh and Abraham (2016) incorporated COO into their research at two levels, foreign or home country. Additionally, Jan, Park and Ryu (2010) used two similar levels including US-made and domestic brand for their conjoint analysis research regarding clothing. To reduce negative connotations to use of the word ‘foreign’, different phrasing was utilised in this study. These levels were adopted for this research including (1) made in USA and (2) made in another country.

#### **3.4.1.4 Availability**

Product availability allows consumers to evaluate alternatives and perform comparisons to make a purchase decision (Haubl & Trifts, 2000). Many researchers have shown that availability of ethical options is a major stumbling block toward ethical clothing consumption (Hira & Ferrie, 2006; Jeorgens, 2006; Nicholls, 2002; Nicholls & Lee, 2006; Uusitalo & Oksanen, 2004). It is suggested that there is limited availability of ethical clothing alternatives (Shaw et al., 2006). Therefore, understanding what ways to make ethical clothing available will ensure the encouragement of ethical consumption. Ethical clothing brands have been turning to online shopping to promote their product, such as American Apparel, as well as lesser known brands such as Edun, Kuyichi and Fin (Beard, 2008). A conjoint analysis conducted by North, de Vos and Kotze (2010) incorporated four availability levels including large clothing retail chain, discount clothing retailer, speciality clothing store and branded speciality store. Due to this study being conducted in the United States, an equivalent phrase to the British High Street was used. Subsequently, levels for availability were produced including (1) online, (2) major retailer on Main Street, and (3) boutique or specialty stores.

#### **3.4.1.5 Brand**

Chapter Two outlined the importance of brands in clothing purchases due to consumer-brand relationships (Fournier, Breazeale, & Fetscherin, 2012). Research has explained lack of known brands producing ethical clothing and its deterrence for ethical clothing consumption (Carrigan & Attalla, 2001). To reduce brand bias or brand perceptions, real-life brands were not utilised in this study. Jegasthesan et al. (2012) and Sneddon et al. (2014) both incorporated brand into their conjoint analysis research into ethical clothing. Their levels included independent, designer, High Street, unbranded and Woolmark. Similarly, North, et al. (2010) incorporated three brand levels into their conjoint analysis including designer brand, private label brand and unbranded. Due to this study being conducted in the United States, an equivalent phrase to the British High Street was used. These levels were adapted for this research including (1) designer brand, (2) Main Street brand, (3) independent or private brand and (4) unknown brand or unbranded.

### 3.4.1.6 Style and fashion

As presented in Chapter Two, style and fashionability of ethical clothing is a major hindrance to ethical clothing purchase decisions (Niinimäki, 2010; Joergens, 2006; Shaw et al., 2006). It is perceived that ethical clothing companies only produce casual and unstylish clothing (Beard, 2008; Carey & Cervellon, 2014; Shaw et al., 2006). In addition to brand, Jegathesan, et al. (2012) and Sneddon et al. (2014) included style in their conjoint analysis research. Additionally, North et al. (2010) utilised attributes including high fashion, classical and comfortable for their style feature. These levels were adopted into this study including (1) fashionable and stylish, (2) comfortable and (3) classic and traditional.

ATTRIBUTE	LEVELS
Price	\$7.95
	\$29.95
	\$89.95
Information	Ethical information e.g Sweatshop free, fair trade certified, environmentally sustainable
	Ethical attribute e.g Organic cotton, 100% wool
	No information
COO	Made in USA
	Made in another country
Availability	Online
	Major retailer on Main Street
	Boutique or specialty store
Brand	Designer brand
	Main Street brand
	Independent or private brand
	Unknown brand or unbranded
Style	Fashionable and stylish
	Comfortable
	Classic and traditional

**Table 3-2: Attributes and levels used in this conjoint analysis**



### 3.5 ADDITIONAL MEASURES

#### 3.5.1 Apathy

Consumer apathy has yet to be explored in marketing literature therefore it is necessary to adopt measures from other areas. A medical Apathy Evaluation Scale (AES) has been adapted to measure consumer apathy for the purpose of this research. The AES was invented and developed by Marin (1991) to ascertain patients' apathy as reflected through changes in mood, behaviour and cognition (Clarke, Ko, Kuhl, van Reekum, Salvador, & Marin, 2011). This is an 18 item scale which is then rated on a four-point response scale (0= not at all true/characteristic to 3=very much true/characteristic). This scale was then adapted by Sockeel, Dujardin, Devos, Deneve, Destee and Defebvre (2006) to produce the Lille Apathy Rating Scale. This scale focuses on nine domains including reduction in everyday productivity, lack of interest, lack of initiative, extinction of novelty seeking and motivation, blunting of emotional responses, lack of concern, poor social life and extinction of self-awareness. Schmidt et al. (2015) produced a 5-point, 16 item scale to measure job apathy which will also be incorporated into this study.

These three scales were adapted into a consumer apathy scale for this research to measure participants' apathy toward unethical clothing consumption. Aspects from each scale that can be appropriately applied to this research have been employed, such as interest, motivation, initiative, indifference, passiveness and emotional attachment. Items were measured through participants indicating their level of agreement with each statement, through a seven point Likert scale (strongly agree to strongly disagree).

<b>CODING</b>	<b>LIKERT ITEMS</b> ( <i>strongly agree/strongly disagree</i> )
<b>A_1</b>	I am interested in ethical clothing consumption
<b>A_2</b>	I am motivated to consume ethically produced clothing
<b>A_3</b>	I take the initiative to consume ethically produced clothing
<b>A_4</b>	I am indifferent to whether my clothing is ethically produced or not
<b>A_5</b>	My feelings toward clothing ethics can be described as passive
<b>A_6</b>	I feel emotionally detached from clothing ethics

**Table 3-3: Apathy scale items**

### 3.5.2 Clothing involvement

Respondents' involvement in ethical clothing was measured through Zaichowsky's (1994) revised personal involvement inventory. These ten items were measured on a seven-point bipolar scale as presented in Table 3-4. This scale was produced to measure applicable involvement between consumers and products, advertisements and purchase decisions (Zaichowsky, 1994). This scale has been used in various studies regarding clothing involvement (Kinley, Josiam, & Lockett, 2010).

<b>CODING</b>	<b>SEMANTIC DIFFERENTIAL ITEMS</b> ( <i>What are your thoughts on ethical clothing consumption?</i> )
<b>CI_1</b>	Worthless/valuable
<b>CI_2</b>	Mundane/fascinating
<b>CI_3</b>	Boring/interesting
<b>CI_4</b>	Unexciting/exciting
<b>CI_5</b>	Not needed/ needed
<b>CI_6</b>	Means nothing to me/means a lot to me

**Table 3-4: Clothing involvement scale items**

### 3.5.3 Clothing shopping behaviour

Frequency of clothing shopping behaviour was measured on a multiple choice scale of 6 items including more than once a week, once a week, once a month, once every three months, once every six months and once a year (Darley & Lim, 1999). Scales for different categories of shopping often vary. However, this scale was utilised specifically for research on clothing shopping frequency (Darley & Lim, 1999). Therefore, these frequencies were deemed appropriate for this research.

<b>CODING</b>	<b>MULTIPLE CHOICE ITEMS</b> ( <i>How often do you purchase an item of clothing</i> )
<b>CSB_1</b>	More than once a week
<b>CSB_2</b>	Once a week
<b>CSB_3</b>	Once a month
<b>CSB_4</b>	Once every three months
<b>CSB_5</b>	Once every six months
<b>CSB_6</b>	Once a year

**Table 3-5: Clothing purchase frequency scale items**

### **3.5.4 Demographic measures**

Despite conflicting information of demographics in this area as discovered in the literature review, several demographic questions were included in this survey. Geographical location can play a part in consumers' ethical decisions as represented in the literature review. Various cultures and societies have different ethical standards due to different norms and expectations (Shen & Dickson, 2001), therefore an individual's ethnicity can have an influence on their ethical purchase decisions. In addition to geographical location, Muncy and Vitell (1992) recognised that age, income and education all had notable relationships to ethical decisions. Similarly, Roberts (1996) found statistical correlations between gender, income and age related to socially conscious consumers. Consequently, demographic questions regarding gender, age, education, income and ethnicity were reviewed in this survey. The format and wording of these questions can be viewed in Appendix 2.11.

## **3.6 SURVEY PROCEDURE**

### **3.6.1 Recruitment of participants**

Participants for the final survey were recruited through Amazon's Mechanical Turk panel. This platform consists of North American citizens. As this research is not primarily concerned with cultural and geographical considerations, a North American sample was suitable. Participants were required to be over 18 for ethical reasons, regulated through an age check at the beginning of the survey. Due to the clothing nature of the research, an age limit was set to 45 as the 18-45 age group is considered as more regularly involved in clothing shopping behaviour. To ensure a gender constant study to reduce any gender bias, strictly female participants were used. As an incentive, Amazon's Mechanical Turk panel members were offered \$0.75 USD for completing the survey. Recruitment took place over a period of 24 hours and aimed to achieve 400 respondents.

### **3.6.2 Sample size considerations**

Appropriate samples and sample sizes are a very important consideration as any inappropriate, inadequate or excessive sample sizes can influence the quality and accuracy of

the research (Kotrlík, Bartlett, Higgins, & Williams, 2002). Quester and Smart (1998) suggest a minimum 100-200 participant sample size to collect reliable results from a conjoint analysis. However, research has also suggested that there is no consensus regarding appropriate sample sizes for conjoint analysis (Marshall, Bridges, Hauber, Cameron, Donnalley, Fyie & Johnson, 2010). To ensure robust research and sufficient amount of data, the sample size aimed for 400 participants to allow for invalid or incomplete responses.

### **3.6.3 Ethical considerations**

This research followed rules and regulations of the University of Canterbury Human Ethics Committee and was reviewed as a low-risk thesis and approved by this Committee prior to the collection of data (refer to Appendix 3). However, to ensure ethical practices, this research included an information sheet and consent section at the beginning of the survey. The information sheet informed the participant of the study and its purpose, as well as what the study would involve. Additionally, information on withdrawal from the study and confidentiality was also explained. Subsequently, consent was obtained after participants had reviewed the information sheet through selecting a “Yes, I agree to the following statements and would like participate in this survey” or alternatively, “No, thank you”.

### **3.6.4 Online survey**

The final survey was conducted online through Qualtrics, an online survey platform, and distributed through Amazon’s Mechanical Turk. Screenshots of the online survey are presented in Appendix 2.

#### ***3.6.4.1 Section One - Information and consent***

The first section of the survey contained the information sheet. Subsequently, a consent check was then presented to ensure participants consented to taking part in the research. Respondents who confirmed their consent proceeded to the next section. Respondents who did not give their consent were thanked for their time and taken to the end of the survey.

#### ***3.6.4.2 Section Two - Conjoint analysis***

The second section of the survey informed participants that they would be seeing sets of attributes and attribute levels for a t-shirt product and they were encouraged to take their time to consider their answers. Firstly, participants were required to identify their least preferred and most preferred level for each attribute. Remaining levels were then rated on a 10pt scale from least preferred to most preferred. Next, participants were presented with all the levels they indicated as most preferred and were required to allocate 100 points to show the relative importance of each. Participants were asked to rate their purchase likelihood of a t-shirt encompassing the attributes presented on a scale from “would never choose this garment” (1) to “would definitely choose this garment” (10) (Sneddon et al., 2014).

#### ***3.6.4.3 Section Three - Additional measures***

This section comprised questions for the three additional measures; apathy, shopping frequency and clothing involvement as explained in Section 3.5. This section also included an attention check. This attention check involved requesting participants to select ‘strongly disagree’ for that particular question. Those who failed to complete this question correctly were removed from the data.

#### ***3.6.4.4 Section Four - Demographics***

Section Four requested that participants answer a number of questions about themselves. These included gender, age, ethnicity, education and income. These can be viewed in detail in Appendix 2.11.

#### ***3.6.4.5 Section Five - Debrief***

The final section gave confirmation that their response had been recorded. Participants were thanked for their time. Lastly, respondents were asked to provide their Mechanical Turk worker ID.

### **3.7 CHAPTER SUMMARY**

This chapter presents the details of the research methodology utilised in this thesis. First, this chapter outlines the conjoint analysis design. Subsequently, the stimuli are explained along with the attributes and levels developed for this research. Additional measures including apathy, clothing shopping behaviour, clothing involvement and demographics are presented. Following this, a brief overview of the survey procedure is proposed. The next chapter presents the results and analysis of the research.

## **4. RESULTS**

### **4.1 INTRODUCTION**

This chapter presents the results of the conjoint analysis explained in Chapter Three. Firstly, a description of the sample is represented including size and composition. The scales used in this study are then tested for dimensionality and reliability. Following this, the results of the conjoint analysis are presented. The additional measures are then explained, tested for relationships and sorted into groups. The conjoint analysis data for each group is then analysed and compared. Lastly, the results of the conjoint analysis for each demographic group are reviewed.

### **4.2 SAMPLE SIZE AND COMPOSITION**

#### **4.2.1 Sample size**

Data collection for the final study commenced on the 16<sup>th</sup> of December, 2016. Responses were collected over a period of 24 hours. A total of 432 participants opened the survey to which all gave their consent after reading the information sheet and consent form. 18 participants exited the survey after Question 14, likely after realising the survey was limited to females. Therefore there were 414 completed responses.

Before beginning the analysis of the data, responses were screened to ensure all were appropriate and of high quality. Two responses were tests by a Mechanical Turk representative to test the survey before releasing it. These were both deleted from the sample. A further 20 responses were removed from the data after failing the attention check. During the demographic questions, a further two responses were removed after indicating they were male. A further nine responses were removed as they had the same IP address. Therefore the final sample size resulted in 381 responses. All remaining responses had duration times above two minutes which was deemed an appropriate time to complete the survey accurately.

#### **4.2.2 Sample composition**

The demographics of the remaining participants were analysed and are presented in Table 4-1. Considering the survey required all female participants, 100% of the sample was female. The results show that the age of participants was predominantly in the 26-35 age range (50.8%). This was followed closely by a 36-45 age bracket (35.6%) and lastly 18-25 (13.6%). The ethnicity distribution was diverse and uneven. The majority of the sample was White (75.1%). All other ethnic groups had a much smaller representation with no responses in the Native/Hawaiian or Pacific Islander group. Furthermore, 58.2% participants had completed tertiary education and 10.8% had achieved a postgraduate degree. The majority of participants were in the income bracket of \$25,000-\$54,999 (34.9%) with the remaining participants distributed throughout the other brackets. Over half the respondents were employed full-time (54.4%) followed by unemployed participants (23.6%).



DEMOGRAPHIC VARIABLE	CATEGORY	PERCENTAGE	FREQUENCY
<b>Gender</b>	Male	-	-
	Female	100	381
<b>Age</b>	Younger than 18	-	-
	18-25	13.9	53
	26-35	50.1	191
	36-45	36.0	137
	46-55	-	-
	56-65	-	-
	Older than 65	-	-
<b>Ethnicity</b>	White	75.1	286
	Black/African American	10.8	41
	Hispanic	2.9	11
	American Indian/Alaska Native	0.8	3
	Asian	9.7	37
	Native Hawaiian/Pacific Islander	-	-
	Other	0.8	3
<b>Education</b>	Less than high school	-	-
	High school graduate	4.7	18
	Some college	25.5	97
	2 year degree	13.4	51
	4 year degree	43.6	166
	Master's degree	10.2	39
	Doctorate	0.8	3
	Professional degree (JD/MD)	1.6	6
	Other	0.3	1
<b>Annual household income (USD)</b>	Less than \$25,00	15.0	57
	\$25,000-\$54,999	34.4	131
	\$55,000-\$74,999	24.7	94
	\$75,000-\$99,999	15.0	57
	\$100,000-\$124,999	5.0	19
	\$125,000-\$149,999	3.1	12
	\$150,000-\$174,999	1.0	4
	\$175,000-\$199,999	1.3	5
	More than \$200,000	0.5	2
<b>Current employment</b>	Student	2.4	9
	Employed full-time	53.5	204
	Employed part-time	20.5	78
	Unemployed	23.6	90

Table 4-1: Demographic sample composition

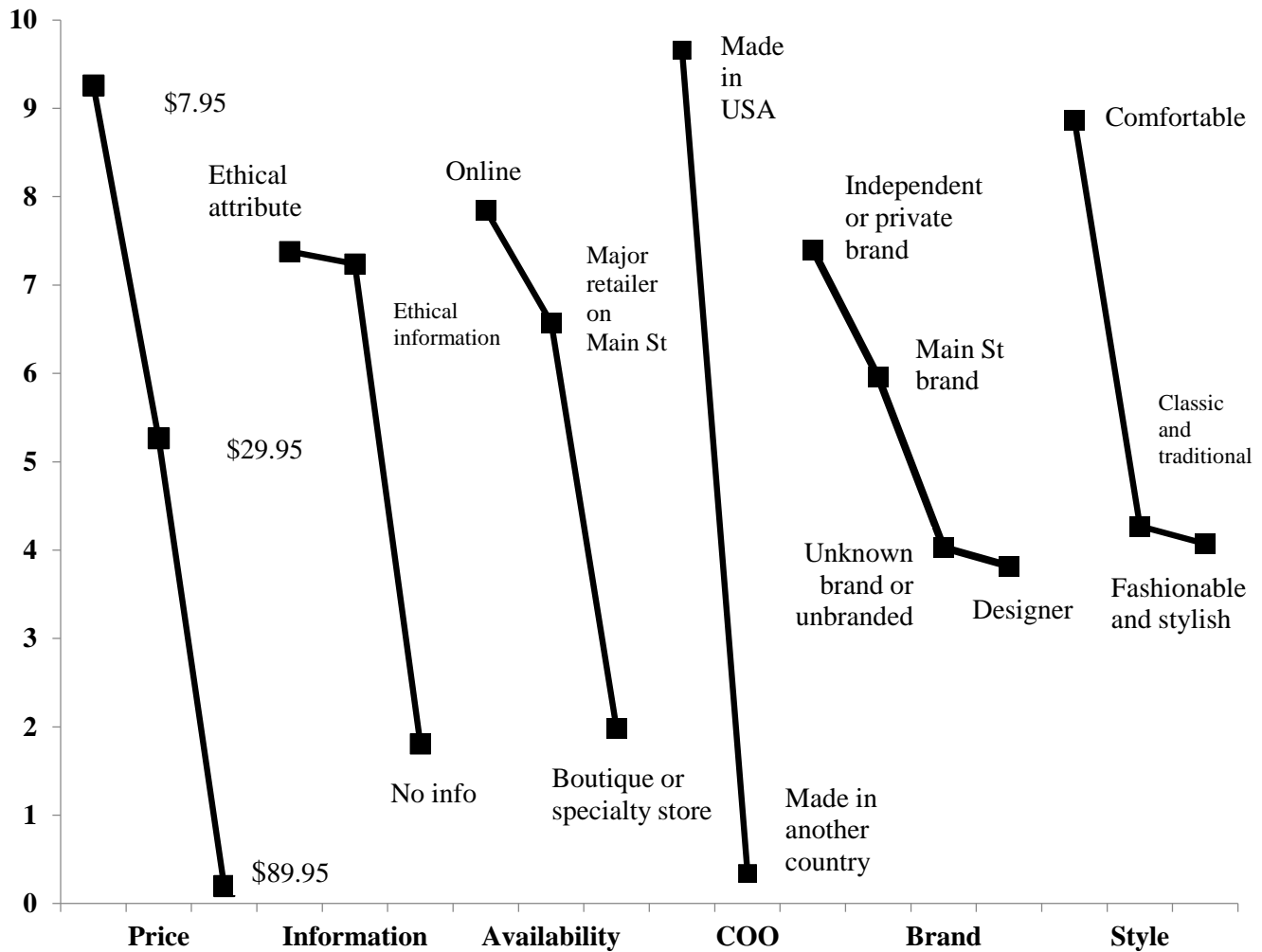
### 4.3 CONJOINT ANALYSIS

#### 4.3.1 Level of preference scores

For the first section of the survey, participants were required to select their least preferred (1) and most preferred (10) levels for each attribute. The analysis produced a mean level of preference (LOP) scores presented in Table 4-2. The mean LOP score represented how preferred the attribute level was for the participant out of 10. Figure 4-1 visually presents the LOP scores; this conveys the most preferred level for each attribute. Therefore, the levels for each attribute with the highest LOP scores was as follows: \$7.95 was the most preferred level for price, ethical information and ethical attribute were closely scored as the most preferred levels for the information attribute, online was the most preferred level for availability, COO presented greater importance for the clothing made in the USA, independent or private brand was of greatest importance for the brand attribute and, lastly, comfortable was the most preferred level for style.

ATTRIBUTE	LEVEL	MEAN	MINIMUM	MAXIMUM	STD DEVIATION
Price	\$7.95	9.26	0	10	2.01
	\$29.95	5.27	0	10	2.79
	\$89.95	0.20	0	10	1.27
Information	Ethical information	7.24	0	10	3.68
	Ethical attribute	7.38	0	10	3.04
	No information	1.81	0	10	3.54
Availability	Online	7.85	0	10	3.42
	Major retailer on Main Street	6.57	0	10	3.48
	Boutique or specialty store	1.98	0	10	3.48
COO	Made in USA	9.66	0	10	1.82
	Made in another country	0.34	0	10	1.82
Brand	Designer	3.82	0	10	4.01
	Main Street brand	5.96	0	10	3.32
	Independent or private brand	7.40	0	10	2.70
	Unknown brand or unbranded	4.03	0	10	3.85
Style	Fashionable and stylish	4.07	0	10	4.27
	Comfortable	8.87	0	10	2.41
	Classic and traditional	4.27	0	10	4.12

**Table 4-2: Level of preference scores**



**Figure 4-1: Level of preference scores**

#### 4.3.2 Utility scores

Average utility scores (Presented in Table 4-3) are explained by the LOP score multiplied by importance value, divided by 100. This gives a weighted utility score to understand the importance of a level within an attribute. These scores vary from the LOP scores explained above due to the additional importance value considered. Therefore, the utility score considers all aspects of the conjoint analysis. From the scores presented, the levels within each attribute with the highest utility scores was as follows: \$7.95 was the most preferred level for price, ethical information scored as the most preferred level for the information attribute, online was the most preferred level for availability, COO presented greater importance for clothing made in the USA, independent or private brand was of greatest importance for the brand attribute and, lastly, comfortable was the most preferred level for

style. Therefore, when importance scores are considered in conjunction with LOP scores, the only deviation is that of ethical information instead of ethical attribute. Additionally, reviewing the maximum score given to each level can indicate the preference for each.

ATTRIBUTE	LEVEL	MEAN	MINIMUM	MAXIMUM	STD DEVIATION
Price	\$7.95	3.17	0	10	2.10
	\$29.95	1.63	0	8	1.26
	\$89.95	0.04	0	6	0.38
Information	Ethical information	0.98	0	7	1.11
	Ethical attribute	0.92	0	6	9.37
	No information	0.16	0	6	0.49
Availability	Online	1.00	0	5	0.91
	Major retailer on Main Street	0.79	0	3	0.72
	Boutique or specialty store	0.23	0	5	0.54
COO	Made in USA	0.98	0	6	0.87
	Made in another country	0.01	0	1	0.11
Brand	Designer	0.36	0	5	0.64
	Main Street brand	0.45	0	3	0.49
	Independent or private brand	0.54	0	3	0.51
	Unknown brand or unbranded	0.27	0	3	0.42
Style	Fashionable and stylish	1.08	0	10	1.56
	Comfortable	2.20	0	8	1.55
	Classic and traditional	0.96	0	6	1.21

**Table 4-3: Utility scores**

#### 4.3.3 Constant sum importance scores

The final task in the survey required participants to provide an allocation of 100 points to the considered importance of each attribute. This required participants to distribute importance between each attribute. The average importance scores are presented in Table 4-4, which depicts a comparison of average significance of each attribute for the sample. The attribute with the highest importance score is price (33.28) followed by style (24.48). Information and availability have similar scores followed by COO and brand. The maximum

scores can indicate the highest percentage allocation given to each attribute by the sample. From this, we can see that price and style was given 100% importance by any given participant, while brand was given a maximum of 45% by any given participant.

ATTRIBUTE	MEAN	MINIMUM	MAXIMUM	STD DEVIATION
Price	33.28	0	100	20.257
Information	12.33	0	70	11.153
Availability	12.35	0	50	8.949
COO	9.92	0	60	8.626
Brand	7.63	0	45	6.758
Style	24.48	0	100	15.554

**Table 4-4: Constant sum scores**

#### **4.4 ADDITIONAL MEASURES**

The structure and reliability of the scales used were examined using Principal Component Analysis and the Cronbach's alpha procedure. This was followed by testing skewness and kurtosis through descriptive statistics.

##### **4.4.1 Scale structure for additional measures**

Principal Component Analysis (PCA) was used to assess the dimensionality of the scales used for this research. Values lower than 0.4 were suppressed for further analyses. As suggested by Hair et al. (2006), commonality scores were required to be above 0.5. Additionally, items were regarded as cross-loading if they scored 0.5 or higher on more than one factor.

##### **4.4.1.1 Apathy**

Apathy was measured through a combination of the Apathy Evaluation Scale (AES) (Marin, 1991) and the job apathy scale produced by Schmidt et al. (2015). Reverse coding for negative statements took place including A\_4, A\_5 and A\_6. The correlation coefficients for the apathy scale were all above 0.5. Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett's Test of Sphericity, which together measure the strength of relationship among the variables, presented .86 at a significance value of .000. This apathy scale produced

commonality scores all above .65. Apathy presented one component with an Eigenvalue above one, meaning that all items loaded onto a single factor, explaining a total of 71.69% of the variance

#### ***4.4.1.2 Clothing involvement***

Clothing involvement was measured using Zaichowsky's (1994) revised personal involvement inventory scale. The correlation coefficients were all above 0.35. Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett's Test of Sphericity, which together measure the strength of relationship among the variables, presented .85 at a significance value of .000. This scale produced commonality scores all above .55. Clothing involvement presented one component with an Eigenvalue above one, meaning that all items loaded onto a single factor, which accounted for 66.70% of the variance.

#### **4.4.2 Scale reliability for additional measures**

The scales utilised in this study were then tested for their internal consistency using Cronbach's alpha. No items were removed during this procedure. Presented in Table 4-5, these figures show that all scales had an acceptable level of reliability (greater than .7). Note that Purchase Likelihood and Clothing Shopping Behaviour were included in the survey but were single item measures therefore not included in the factor analysis above.

SCALE	CRONBACH'S ALPHA
Apathy	.92
Clothing involvement	.90

**Table 4-5: Cronbach's alpha values**

#### **4.4.3 Descriptive statistics**

Descriptive statistics were examined for each scale and are presented in Table 4-6. This table presents the mean, standard deviation, skewness and kurtosis for each measure. All scales were examined for non-normality and contamination from outliers through skewness and kurtosis values. These present no cause for concern. Purchase likelihood produced a mean score of 8.40, indicating that the combinations of attributes that participants were

selecting as their most preferred, depicted clothing characteristics they would actually purchase.

SCALE	MEAN	MINIMUM	MAXIMUM	STD DEV	SKEWNESS	KURTOSIS
<b>Purchase likelihood</b>	8.40	1	10	1.49	-1.19	2.44
<b>Apathy</b>	3.60	1	7	1.32	0.04	-0.09
<b>Clothing shopping behaviour</b>	3.60	1	6	0.98	0.29	-0.22
<b>Clothing involvement</b>	5.10	1.5	6	1.09	-0.07	0.01

**Table 4-6: Descriptive statistics for total scale variables**

#### **4.5 RELATIONSHIPS BETWEEN ADDITIONAL MEASURES**

To understand any significant relationships between additional measures, correlation analyses were run. The relationship between apathy and clothing involvement shows a strong negative Pearson correlation of  $-.716$  with a significance level of  $.000$ . Therefore, for this sample the more apathetic respondents were, the less involved they were in ethical clothing and vice versa. A one-way ANOVA test between apathy and purchase frequency produced an F-value of  $.220$  correlation at a  $.954$  significance coefficient, deeming the relationship insignificant. A one-way ANOVA test between clothing involvement and purchase frequency represented a  $.187$  correlation at a  $.968$  significance coefficient, deeming the relationship insignificant.

#### **4.6 COMPARING GROUPS**

To discover any significant relationships between the additional measures and attribute preferences, independent samples t-tests and ANOVA analyses were processed using the total scale mean for each variable.

#### 4.6.1 Apathy

Apathy was split into two groups, including apathetic (Group 1) and non-apathetic (Group 2). To determine levels of apathy it was decided that those who selected neutral or above were apathetic and those who selected below neutral were non-apathetic. The apathetic group (Group 1) of participants was determined by those who had an average of 4 or above on the Likert scale. Those 3.99 or below were deemed non-apathetic (Group 2). This resulted in n=156 for Group 1 and n=225 for Group 2. Independent sample T-Tests were then run to compare the means between these two groups. Table 4-7 conveys significant relationships in bold and Table 4-8 presents the constant sum and utility scores by order of preference for both the apathetic and non-apathetic groups.

Constant sum scoring differed slightly between the two groups, all valuing price most highly, followed by style. For the apathetic group the order of preference for attributes was as follows: price, style, availability, COO, information and brand. For the non-apathetic group the order of preference for attributes was as follows: price, style, information, availability, COO and brand. Constant sum scores for price, COO and style produced statistically significant differences between the two groups. The statistically significant results are explained below.

Price had a significantly higher constant sum score for those in the apathetic group. Additionally, utility scores for \$7.95 and \$29.95 price points were also significantly higher for the apathetic participants. Information showed all statistically significant results. Information was deemed a significantly more important attribute by the non-apathetic group with utility scores consistently higher for this group within the ethical information and ethical attribute levels. Reflecting this, the apathetic group showed a significantly greater utility score for the no information level. Availability presented one statistically significant result, with the non-apathetic participants preferring boutique or specialty stores through a higher LOP score. Despite this, all scores for availability were predominantly similar for both groups. COO produced significantly larger constant sum scores for the non-apathetic group with a higher utility score for clothing made in the USA than those of apathetic nature. Independent or private brand level had significantly higher LOP and utility scores for the non-apathetic participants. Within the style attribute, apathetic members had a greater utility score for the comfortable level and non-apathetic members had a greater LOP score for the fashionable and stylish level.



ATTRIBUTE	LEVEL	DATA	APATHETIC	NON-APATHETIC
<b>Price</b>		UCS	<b>39.30*</b>	<b>29.10*</b>
	\$7.95	Utility	<b>3.75*</b>	<b>2.78*</b>
		LOP	9.28	9.25
	\$29.95	Utility	<b>1.87*</b>	<b>1.46*</b>
		LOP	5.02	5.45
	\$89.95	Utility	0.08	0.02
		LOP	0.22	0.20
<b>Information</b>		UCS	<b>7.71*</b>	<b>15.54*</b>
	Ethical information	Utility	<b>0.42*</b>	<b>1.36*</b>
		LOP	<b>5.54*</b>	<b>8.41*</b>
	Ethical attribute	Utility	<b>0.53*</b>	<b>1.19*</b>
		LOP	<b>6.97*</b>	<b>7.66*</b>
	No information	Utility	<b>0.26*</b>	<b>0.09*</b>
		LOP	<b>3.28*</b>	<b>0.80*</b>
<b>Availability</b>		UCS	12.49	12.26
	Online	Utility	0.98	1.01
		LOP	7.80	7.89
	Major retailer on Main Street	Utility	0.83	0.75
		LOP	6.95	6.31
	Boutique or specialty store	Utility	0.19	0.25
		LOP	<b>1.47*</b>	<b>2.34*</b>
<b>COO</b>		UCS	<b>7.71*</b>	<b>11.45*</b>
	Made in USA	Utility	<b>0.76*</b>	<b>1.13*</b>
		LOP	9.68	9.64
	Made in another country	Utility	0.01	0.02
		LOP	0.32	0.36
<b>Brand</b>		UCS	7.00	8.08
	Designer	Utility	0.32	0.39
		LOP	3.76	3.86
	Main Street brand	Utility	0.45	0.45
		LOP	6.21	5.78
	Independent or private brand	Utility	<b>0.47*</b>	<b>0.59*</b>
		LOP	<b>6.92*</b>	<b>7.74*</b>
	Unknown brand or unbranded	Utility	0.25	0.29
		LOP	4.34	3.81
<b>Style</b>		UCS	25.79	23.57
	Fashionable and stylish	Utility	0.96	1.16
		LOP	<b>3.54*</b>	<b>4.44*</b>
	Comfortable	Utility	<b>2.39*</b>	<b>2.07*</b>
		LOP	9.02	8.77
	Classic and traditional	Utility	1.08	0.87
		LOP	4.54	4.07

**Table 4-7: Apathy means comparison**

*\*Relationship is significant at the 0.05 level (2-tailed)*

APATHETIC		NON-APATHETIC	
<b>1. Price</b> (39.30)	1. \$7.95 (3.75)	<b>1. Price</b> (29.10)	1. \$7.95 (2.78)
	2. \$29.95 (1.87)		2. \$29.95 (1.46)
	3. \$89.95 (0.08)		3. \$89.95 (0.02)
<b>2. Style</b> (25.79)	1. Comfortable (2.39)	<b>2. Style</b> (23.57)	1. Comfortable (2.07)
	2. Classic and traditional (1.08)		2. Fashionable and stylish (1.16)
	3. Fashionable and stylish (0.96)		3. Classic and traditional (0.87)
<b>3. Availability</b> (12.49)	1. Online (0.98)	<b>3. Information</b> (15.54)	1. Ethical information (1.36)
	2. Major retailer on Main Street (0.83)		2. Ethical attribute (1.19)
	3. Boutique or specialty store (0.19)		No information (0.09)
<b>4. COO</b> (7.71)	Made in USA (0.76)	<b>4. Availability</b> (12.26)	1. Online (1.01)
	Made in another country (0.01)		2. Major retailer on Main Street (0.75)
			Boutique or specialty store (0.25)
<b>4. Information</b> (7.71)	1. Ethical attribute (0.53)	<b>5. COO</b> (11.45)	Made in USA (1.13)
	2. Ethical information (0.42)		Made in another country (0.02)
	3. No information (0.26)		
<b>5. Brand</b> (7.00)	1. Independent or private brand (0.47)	<b>6. Brand</b> (8.08)	1. Independent or private brand (0.59)
	2. Main Street brand (0.45)		2. Main Street brand (0.45)
	3. Designer (0.32)		3. Designer (0.39)
	4. Unknown brand or unbranded (0.25)		4. Unknown brand or unbranded (0.29)

Table 4-8: Order of utility and constant sum scores for apathy groups

#### 4.6.2 Clothing involvement

Clothing involvement was split into two groups, including low-involvement (Group 1) and high-involvement (Group 2). To determine groups of involvement it was decided that those who selected above neutral were highly involved, and those who selected neutral or below neutral were lowly involved. The low-involvement participants (Group 1) were determined by those who had an average of 4.99 or below on the Likert scale. Those 5 or above were deemed high-involvement (Group 2). This resulted in a low-involvement group of n=148 and n=133 in a high-involvement group. Table 4-9 conveys significant relationships in bold and Table 4-10 presents the constant sum and utility scores by order of preference for both the low and high-involvement groups.

Constant sum scoring differed slightly between the two groups, all valuing price most highly followed by style. For the low-involvement group the order of preference for attributes was as follows: price, style, availability, COO, information and brand. For the high-involvement group the order of preference for attributes was as follows: price, style, information, availability, COO and brand. Constant sum scores for price, information, COO and style produced statistically significant differences between the two groups. The statistically significant results are explained below.

Price had a significantly higher constant sum score for those low-involvement participants. The low-involvement participants had significantly higher LOP and utility scores for the \$7.95 price point. Information showed many significant differences between the two involvement groups. Constant sum scores showed the low-involvement group gave significantly less importance to the information attribute. Ethical information and ethical attribute, in both LOP and utility, had lower scores in the low-involvement group than the high-involvement group. Additionally, the low-involvement group presented higher LOP and utility scores for the no information level. The availability attribute presented one statistically significant score within the boutique or specialty store level, showing that the high-involvement group had a higher LOP. COO presented a significant constant sum score, with the high-involvement group giving greater importance to this attribute. Specifically, the high-involvement group had a significantly greater utility score for clothing made in the USA. Brand did not present any significant results, bar the LOP score for an independent or private brand level which was preferred by those high-involvement participants. Style as an attribute presented a significantly higher constant sum score to those in the low-involvement group, with a significantly higher utility score for the comfortable attribute.

ATTRIBUTE	LEVEL	DATA	LOW-INVOLVEMENT	HIGH-INVOLVEMENT
<b>Price</b>		UCS	<b>36.95*</b>	<b>30.94*</b>
	\$7.95	Utility	<b>3.57*</b>	<b>2.92*</b>
		LOP	9.45	9.14
	\$29.95	Utility	1.73	1.56
		LOP	4.93	5.49
	\$89.95	Utility	0.06	0.03
		LOP	0.14	0.25
<b>Information</b>		UCS	<b>8.16*</b>	<b>14.98*</b>
	Ethical information	Utility	<b>0.47*</b>	<b>1.30*</b>
		LOP	<b>5.57*</b>	<b>8.30*</b>
	Ethical attribute	Utility	<b>0.57*</b>	<b>1.14*</b>
		LOP	7.30	7.43
	No information	Utility	<b>0.24*</b>	<b>0.12*</b>
		LOP	<b>3.04*</b>	<b>1.03*</b>
<b>Availability</b>		UCS	12.67	12.15
	Online	Utility	1.03	0.99
		LOP	7.99	7.77
	Major retailer on Main Street	Utility	0.83	0.78
		LOP	6.80	6.42
	Boutique or specialty store	Utility	0.20	0.25
		LOP	<b>1.54*</b>	<b>2.27*</b>
<b>COO</b>		UCS	<b>8.16*</b>	<b>11.04*</b>
	Made in USA	Utility	<b>0.80*</b>	<b>1.09*</b>
		LOP	9.66	9.66
	Made in another country	Utility	0.02	0.01
		LOP	0.34	0.34
<b>Brand</b>		UCS	7.11	7.96
	Designer	Utility	0.35	0.37
		LOP	3.91	3.77
	Main Street brand	Utility	0.42	0.47
		LOP	6.04	5.90
	Independent or private brand	Utility	0.49	0.57
		LOP	<b>7.02*</b>	<b>7.64*</b>
	Unknown brand or unbranded	Utility	0.25	0.29
		LOP	3.97	4.06
<b>Style</b>		UCS	<b>26.95*</b>	<b>22.92*</b>
	Fashionable and stylish	Utility	1.11	1.08
		LOP	3.64	4.35
	Comfortable	Utility	<b>2.46*</b>	<b>2.04*</b>
		LOP	9.06	8.76
	Classic and traditional	Utility	1.10	0.86
		LOP	4.51	4.11

**Table 4-9: Clothing involvement means comparison**

*\*Relationship is significant at the 0.05 level (2-tailed)*

LOW-INVOLVEMENT		HIGH-INVOLVEMENT	
<b>1. Price</b> (36.95)	1. \$7.95 (3.57)	<b>1. Price</b> (30.94)	1. \$7.95 (2.92)
	2. \$29.95 (1.73)		2. \$29.95 (1.56)
	3. \$89.95 (0.06)		3. \$89.95 (0.03)
<b>2. Style</b> (26.95)	1. Comfortable (2.46)	<b>2. Style</b> (22.92)	1. Comfortable (2.04)
	2. Fashionable and stylish (0.11)		2. Fashionable and stylish (1.08)
	3. Classic and traditional (0.10)		3. Classic and traditional (0.86)
<b>3. Availability</b> (12.67)	1. Online (1.03)	<b>3. Information</b> (14.98)	1. Ethical information (1.30)
	2. Major retailer on Main Street (0.83)		2. Ethical attribute (1.14)
	3. Boutique or specialty store (0.20)		No information (0.12)
<b>4. COO</b> (8.16)	Made in USA (0.80)	<b>4. Availability</b> (12.15)	1. Online (0.99)
	Made in another country (0.02)		2. Major retailer on Main Street (0.78)
			Boutique or specialty store (0.25)
<b>4. Information</b> (8.16)	1. Ethical attribute (0.57)	<b>5. COO</b> (11.04)	Made in USA (1.09)
	2. Ethical information (0.47)		Made in another country (0.01)
	3. No information (0.24)		
<b>5. Brand</b> (7.00)	1. Independent or private brand (0.49)	<b>6. Brand</b> (8.08)	1. Independent or private brand (0.57)
	2. Main Street brand (0.42)		2. Main Street brand (0.47)
	3. Designer (0.35)		3. Designer (0.37)
	4. Unknown brand or unbranded (0.25)		4. Unknown brand or unbranded (0.29)

Table 4-10: Order of utility and constant sum scores for involvement groups

#### 4.6.3 Purchase frequency

Purchase frequency was split into three groups, including low frequency (Group 1), medium frequency (Group 2) and high frequency (Group 3). To determine groups of purchase frequency it was decided that those who selected once every six months to once a year were low frequency (Group 1), those who selected once a month to once every three months were medium frequency (Group 2) and those who selected more than once a week to once a week were high frequency (Group 3). This resulted in an n=74 low frequency group, n=272 medium frequency group and n=35 high frequency group. Table 4-9 conveys significant relationships in bold and Table 4-12 presents the constant sum and utility scores by order of preference for the low, medium and high frequency groups.

For the low frequency group the order of preference for attributes was as follows: price, style, availability, information, COO and brand. For the medium frequency group the order of preference for attributes was as follows: price, style, information, availability, COO and brand. Lastly, for the high frequency group the order of preference for attributes was as follows: style, price, availability, brand, information and COO. Constant sum scores for price and brand produced statistically significant differences between the three groups. The statistically significant results are explained below.

Purchase frequency showed significant differences within the price attribute, with constant sum scores greater for the low and medium frequency purchasers. LOP and utility scores for the \$7.95 price point were significantly larger for those low and medium frequency participants. Additionally, these groups also yielded significantly greater utility scores for the \$29.95 price point. The information attribute presented no statistically significant difference in means for the groups with all having the same order of preference. Within availability, boutique or specialty store level presented significantly greater LOP and utility scores for those high frequency purchasers. COO presented no statistically significant differences for frequency of purchase, all expressing preference for clothing made in the USA. The brand attribute presented many significant differences; overall importance as an attribute was greater in the high frequency group. LOP and utility scores were greater for the designer level within the high frequency group. Additionally the high frequency group also yielded higher utility scores for the Main Street brand and independent or private brand levels. Fashionable and stylish level had greater LOP and utility scores for those high frequency shoppers. Conversely, low frequency shoppers produced a greater LOP score for the comfortable level.

ATTRIBUTE	LEVEL	DATA	LOW FREQUENCY	MEDIUM FREQUENCY	HIGH FREQUENCY
Price		UCS	<b>34.55*</b>	<b>34.19*</b>	<b>23.43*</b>
	\$7.95	Utility	<b>3.42*</b>	<b>3.24*</b>	<b>2.12*</b>
		LOP	<b>9.61*</b>	<b>9.26*</b>	<b>8.51*</b>
	\$29.95	Utility	<b>1.52*</b>	<b>1.71*</b>	<b>1.17*</b>
		LOP	4.89	5.34	5.57
	\$89.95	Utility	0.01	0.05	0.05
		LOP	0.14	0.17	0.66
Information		UCS	11.47	12.60	12.09
	Ethical information	Utility	0.91	1.00	0.90
		LOP	6.96	7.30	7.34
	Ethical attribute	Utility	0.84	0.95	0.87
		LOP	7.28	7.36	7.77
	No information	Utility	0.17	0.16	0.18
		LOP	2.12	1.80	1.26
Availability		UCS	11.59	12.35	14.00
	Online	Utility	0.98	1.01	1.01
		LOP	8.22	7.86	7.06
	Major retailer on Main Street	Utility	0.78	0.79	0.79
		LOP	6.86	6.53	6.29
	Boutique or specialty store	Utility	<b>0.12*</b>	<b>0.22*</b>	<b>0.51*</b>
		LOP	<b>1.18*</b>	<b>2.03*</b>	<b>3.31*</b>
COO		UCS	11.24	9.44	10.83
	Made in USA	Utility	1.12	0.93	1.08
		LOP	9.86	9.63	9.43
	Made in another country	Utility	0.00	0.02	0.00
		LOP	0.14	0.37	0.57
Brand		UCS	<b>6.55*</b>	<b>7.24*</b>	<b>12.94*</b>
	Designer	Utility	<b>0.22*</b>	<b>0.32*</b>	<b>1.02*</b>
		LOP	<b>2.61*</b>	<b>3.86*</b>	<b>6.11*</b>
	Main Street brand	Utility	<b>0.39*</b>	<b>0.44*</b>	<b>0.65*</b>
		LOP	6.04	5.99	5.49
	Independent or private brand	Utility	<b>0.49*</b>	<b>0.51*</b>	<b>0.91*</b>
		LOP	7.64	7.36	7.20
	Unknown brand or unbranded	Utility	0.30	0.26	0.32
		LOP	4.80	3.89	3.49
Style		UCS	24.58	24.17	26.71
	Fashionable and stylish	Utility	<b>0.83*</b>	<b>1.05*</b>	<b>1.86*</b>
		LOP	<b>2.81*</b>	<b>4.08*</b>	<b>6.69*</b>
	Comfortable	Utility	2.26	2.19	2.14
		LOP	<b>9.28*</b>	<b>8.90*</b>	<b>7.80*</b>
	Classic and traditional	Utility	1.14	0.94	0.72
		LOP	5.00	4.23	3.00

Table 4-11: Purchase frequency means comparison

\*Relationship is significant at the 0.05 level (2-tailed)

LOW-FREQUENCY		MEDIUM-FREQUENCY		HIGH-FREQUENCY	
<b>1. Price</b> (34.55)	1. \$7.95 (3.42)	<b>1. Price</b> (34.19)	1. \$7.95 (3.24)	<b>1. Style</b> (24.58)	1. Comfortable (2.19)
	2. \$29.95 (1.52)		2. \$29.95 (1.71)		2. Fashionable and stylish (1.05)
	3. \$89.95 (0.01)		3. \$89.95 (0.05)		3. Classic and traditional (0.94)
<b>2. Style</b> (24.58)	1. Comfortable (2.26)	<b>2. Style</b> (24.17)	1. Comfortable (2.19)	<b>2. Price</b> (23.43)	1. \$7.95 (2.12)
	2. Classic and traditional (1.14)		2. Fashionable and stylish (1.05)		2. \$29.95 (1.17)
	3. Fashionable and stylish (0.83)		3. Classic and traditional (0.94)		3. \$89.95 (0.05)
<b>3. Availability</b> (11.59)	1. Online (0.98)	<b>3. Information</b> (12.60)	1. Ethical information (1.00)	<b>3. Availability</b> (14.00)	1. Online (1.01)
	2. Major retailer on Main Street (0.78)		2. Ethical attribute (0.95)		2. Major retailer on Main Street (0.79)
	3. Boutique or specialty store (0.12)		No information (0.16)		3. Boutique or specialty store (0.51)
<b>4. Information</b> (11.47)	1. Ethical information (0.91)	<b>4. Availability</b> (12.35)	1. Online (1.01)	<b>4. Brand</b> (12.94)	1. Designer (1.02)
	2. Ethical attribute (0.84)		2. Major retailer on Main Street (0.79)		2. Independent or private brand (0.91)
	3. No information (0.17)		Boutique or specialty store (0.22)		3. Main Street brand (0.65)
<b>5. COO</b> (11.24)	1. Made in USA (1.12)	<b>5. COO</b> (9.44)	Made in USA (0.93)		4. Unknown brand or unbranded (0.32)
	2. Made in another country (0.00)		Made in another country (0.02)	<b>5. Information</b> (12.09)	1. Ethical information (0.90)
					2. Ethical attribute (0.87)
<b>5. Brand</b> (6.55)	1. Independent or private brand (0.49)	<b>6. Brand</b> (7.24)	1. Independent or private brand (0.51)		3. No information (0.18)
	2. Main Street brand (0.39)		2. Main Street brand (0.44)	<b>6. COO</b> (10.83)	1. Made in USA (1.08)
	3. Unknown brand or unbranded (0.30)		3. Designer (0.32)		2. Made in another country (0.00)
	4. Designer (0.22)		4. Unknown brand or unbranded (0.26)		

Table 4-12: Order of utility and constant sum scores for frequency groups



#### 4.6.4 Demographics

One-way ANOVA analyses were run to compare means of attributes and levels between demographics (refer to Table 4-13). Significant values are presented in bold text. Additionally, order of preference for constant sum and utility scores for each group are presented in Table 4-14, Table 4-15 and Table 4-16.

##### 4.6.4.1 Age

Age was separated into three groups. Group one consisted of participants aged 18-25 (n=53). Group two consisted of participants aged 26-35 (n=191). Group three consisted of participants aged 36-45 (n=137).

Constant sum scoring differed slightly between age groups, all valuing price most highly followed by style. For the 18-25 age group the order of preference for attributes was as follows: price, style, information, availability, COO and brand. For the 26-35 age group the order of preference for attributes was as follows: price, style, availability, information, COO and brand. For the 36-45 age group the order of preference for attributes was as follows: price, style, information, availability, COO and brand. Constant sum scores for COO produced statistically significant differences between the three groups. The statistically significant results are explained below.

Within age, only three particular attributes showed statistically significant differences in mean values (refer to bold figures in Table 4-13). Under availability, the LOP for online was preferred by the 26-35 age group ( $F=3.52$ ,  $p=.03$ ). COO was of most importance to the 36-45 age group ( $F=3.86$ ,  $p=.02$ ), with a high utility scoring within that group for clothing made in the USA ( $F=3.68$ ,  $p=.03$ ). Within brand, there were a few significant differences. The designer level was significantly preferred by the 26-35 age group ( $F=3.38$ ,  $p=.04$ ). Main Street LOP score was significantly higher for the 36-45 age group ( $F=5.12$ ,  $p=.01$ ). Lastly, unknown brand or unbranded was significantly preferred by the 18-25 age group ( $F=4.15$ ,  $p=.02$ ).

The order of preferred levels within each attribute only varied between groups for the brand and style attributes (refer to Table 4-14). For the style attribute, the comfortable level had the highest utility score for each age group. Following this, both the 18-25 and 26-35 age groups rated fashionable and style, then classic and traditional. The 36-45 age group,

however, rated classic and traditional then fashionable and stylish. Within the brand attribute, independent of private brand level had the highest utility score for each age group. Following this, the 18-25 age group rated unknown brand or unbranded, Main Street brand then designer. The 26-35 age group rated Main Street brand, designer brand then unknown brand or unbranded. The 36-45 age group rated Main Street brand, unknown brand or unbranded then designer brand.

#### **4.6.4.2 Income**

Income was separated into three groups. Group one consisted of participants who have an annual household income of \$0-74,999 (n=282). Group two consisted of participants who have an annual household income of \$75,000-\$149,999 (n=88). Group three consisted of participants who have an annual household income of \$150,000-\$200,000 (n=11).

Constant sum scoring differed between all income groups. For the low income group the order of preference for attributes was as follows: price, style, availability, information, COO and brand. For the medium income group the order of preference for attributes was as follows: price, style, information, availability, COO and brand. For the high income group the order of preference for attributes was as follows: style, price, information, availability, COO and brand. Constant sum scores for price produced statistically significant differences between the three groups. The statistically significant results are explained below.

The income groups produced very few statistically significant mean utility differences (refer to bold figures in Table 4-13). Within income, lower prices were significantly more important for those in the low income group. The utility score for the \$7.95 price point was significantly different ( $F=3.23$ ,  $p=0.41$ ). The LOP score for the \$29.95 price point was also significantly different ( $F=3.71$ ,  $p=.03$ ), with a greater preference for this level from the medium income group. For style, the low income group had a significantly higher LOP for the fashionable and stylish level ( $F=3.07$ ,  $p=.05$ ).

The order of preferred levels within each attribute only varied between groups for the brand and style attributes (refer to Table 4-15). For the style attribute, the comfortable level had the highest utility score for each income group. Following this, both the medium and high groups rated classic and traditional then fashionable and stylish. The low income group, however, rated fashionable and stylish then classic and traditional. Within the brand attribute, independent of private brand level had the highest utility score for each income group.

Following this, the low and high income groups rated Main Street brand, designer then unknown brand or unbranded. The high income group rated unknown brand or unbranded, Main Street brand then designer brand.

#### **4.6.4.3 Employment**

Employment status was separated into three groups. Group one consisted of full-time employed participants (n=204). Group two consisted of part-time employed participants (n=78). Group three consisted of unemployed participants (n=90). Although there were 9 student participants, it was decided that this was not a sufficient response for analysis.

Constant sum scoring differed slightly between employment groups. For the full-time group the order of preference for attributes was as follows: price, style, availability, information, COO and brand. For the part-time group the order of preference for attributes was as follows: price, style, information, availability, COO and brand. For the unemployed group the order of preference for attributes was as follows: price, style, information, availability, COO and brand. Constant sum scores for information produced statistically significant differences between the three groups. The statistically significant results are explained below.

Employment produced some statistically significant differences in utility scores (refer to bold figures in Table 4-13). Employment had a significant effect on the information attribute, with it being the most important to part-time workers ( $F=6.53$ ,  $p=.00$ ), who also had significantly higher utility score for ethical information ( $F=5.21$ ,  $p=.01$ ) and ethical attribute ( $F=5.60$ ,  $p=.00$ ) levels. Within COO, those in part-time employment had a significantly higher LOP for clothing made in the USA ( $F=3.95$ ,  $p=.02$ ) and those in the full-time employment had a higher LOP for clothing made in another country ( $F=3.95$ ,  $p=.02$ ). Lastly, full-time workers had a higher LOP for designer brand clothing ( $F=3.25$ ,  $p=.04$ ).

The order of preferred levels within each attribute only varied between groups for the brand and style attributes (refer to Table 4-16). For the style attribute, the comfortable level had the highest utility score for each employment group. Following this, both the full and part-time employment groups rated fashionable and stylish then classic and traditional. The unemployed group, however, rated classic and traditional then fashionable and stylish. Within the brand attribute, independent or private brand level had the highest utility score followed by Main Street brand for each income group. Following this, the part-time and unemployed

groups rated unknown brand or unbranded then designer. The full-time employment group rated designer brand then unknown brand or unbranded.

ATTRIBUTE	LEVEL	DATA	AGE			INCOME			EMPLOYMENT		
			18-25	26-35	36-45	Low	Medium	High	Full	Part	Unemploye d
<b>Price</b>		UCS	33.25	34.70	31.30	34.66	29.42	28.64	34.29	30.49	33.92
	\$7.95	Utility	3.10	3.32	3.00	<b>3.33*</b>	<b>2.73*</b>	<b>2.62*</b>	3.25	2.87	3.32
		LOP	9.40	9.19	9.31	9.39	8.89	8.91	9.19	9.23	9.46
	\$29.95	Utility	1.66	1.76	1.43	1.66	1.54	1.50	1.71	1.52	1.55
		LOP	5.08	5.50	5.03	<b>5.06*</b>	<b>5.98*</b>	<b>5.09*</b>	5.41	5.15	5.09
	\$89.95	Utility	0.06	0.07	0.00	0.03	0.05	0.23	0.08	0.01	0.01
		LOP	0.11	0.32	0.08	0.18	0.20	0.91	0.31	0.05	0.11
<b>Information</b>		UCS	11.38	11.89	13.32	11.77	14.10	12.77	<b>10.96*</b>	<b>16.29*</b>	<b>12.33*</b>
	Ethical information	Utility	0.92	0.92	1.08	0.93	1.13	0.96	<b>0.86*</b>	<b>1.33*</b>	<b>0.95*</b>
		LOP	7.36	7.28	7.13	7.16	7.53	6.82	7.04	7.51	7.39
	Ethical attribute	Utility	0.82	0.88	1.01	0.90	1.02	0.72	<b>0.81*</b>	<b>1.23*</b>	<b>0.92*</b>
		LOP	7.15	7.47	7.34	7.38	7.41	7.09	7.28	7.51	7.60
	No information	Utility	0.16	0.17	0.15	0.14	0.20	0.35	0.15	0.15	0.20
		LOP	2.04	1.67	1.92	1.89	1.55	2.00	2.00	1.40	1.64
<b>Availability</b>		UCS	11.00	12.91	12.09	12.05	13.31	12.55	12.97	11.44	12.17
	Online	Utility	0.78	1.07	0.99	0.97	1.08	1.20	1.04	0.99	0.94
		LOP	<b>6.77*</b>	<b>8.17*</b>	<b>7.82*</b>	7.82	7.86	8.64	7.87	8.09	7.94
	Major retailer on Main Street	Utility	0.68	0.78	0.84	0.78	0.85	0.56	0.77	0.67	0.89
		LOP	6.45	6.28	7.02	6.62	6.44	6.27	6.38	6.29	7.14
	Boutique or specialty store	Utility	0.29	0.24	0.18	0.24	0.17	0.28	0.24	0.23	0.19
		LOP	2.75	1.94	1.74	2.06	1.76	1.73	2.05	2.05	1.57
<b>COO</b>		UCS	<b>9.02*</b>	<b>9.01*</b>	<b>11.55*</b>	9.85	10.27	8.82	9.72	10.05	10.08
	Made in USA	Utility	<b>0.89*</b>	<b>0.89*</b>	<b>1.14*</b>	0.97	1.01	0.88	0.95	1.01	1.01
		LOP	9.81	9.63	9.64	9.61	9.77	10.00	<b>9.41*</b>	<b>10.00*</b>	<b>9.89*</b>
	Made in another country	Utility	0.01	0.01	0.02	0.01	0.01	0.00	0.02	0.00	0.00
		LOP	0.19	0.37	0.36	0.39	0.23	0.00	<b>0.59*</b>	<b>0.00*</b>	<b>0.11*</b>
<b>Brand</b>		UCS	7.94	7.67	7.47	7.51	8.22	6.05	7.94	7.86	6.73

	Designer	Utility	<b>0.29*</b>	<b>0.45*</b>	<b>0.27*</b>	0.36	0.42	0.10	0.43	0.29	0.27
		LOP	3.57	4.29	3.27	3.88	3.81	2.55	<b>4.28*</b>	<b>2.97*</b>	<b>3.61*</b>
	Main Street brand	Utility	0.39	0.46	0.46	0.45	0.46	0.24	0.46	0.50	0.39
		LOP	<b>4.75*</b>	<b>5.93*</b>	<b>6.45*</b>	5.93	6.03	5.91	5.73	6.55	6.00
	Independent or private brand	Utility	0.61	0.51	0.56	0.53	0.58	0.53	0.53	0.58	0.51
		LOP	8.09	7.15	7.49	7.43	7.26	7.82	7.19	7.55	7.66
	Unknown brand or unbranded	Utility	<b>0.40*</b>	<b>0.22*</b>	<b>0.30*</b>	0.27	0.29	0.32	0.25	0.33	0.27
		LOP	4.57	3.75	4.21	3.98	4.14	4.55	3.87	4.40	4.02
<b>Style</b>		UCS	27.42	23.82	24.27	24.16	24.68	31.18	24.42	23.87	24.77
	Fashionable and stylish	Utility	1.39	1.06	0.99	1.11	1.00	0.98	1.14	1.01	0.97
		LOP	3.85	4.48	3.59	<b>4.37*</b>	<b>3.38*</b>	<b>2.09*</b>	4.27	4.36	3.39
	Comfortable	Utility	2.37	2.13	2.23	2.17	2.25	2.45	2.15	2.25	2.23
		LOP	8.64	8.74	9.15	8.84	9.06	8.18	8.67	9.03	9.19
	Classic and traditional	Utility	0.97	0.93	0.99	0.89	1.06	1.71	0.92	0.88	1.12
		LOP	4.74	3.94	4.54	4.05	4.74	6.00	4.16	3.82	4.89

**Table 4-13: One-way ANOVA test for demographics**

*\*Relationship is significant at the 0.05 level (2-tailed)*

18-25 AGE GROUP		26-35 AGE GROUP		36-45 AGE GROUP	
<b>1.Price</b> (33.25)	1. \$7.95 (3.10)	<b>1.Price</b> (34.70)	1. \$7.95 (3.32)	<b>1.Price</b> (31.30)	1. \$7.95 (3.00)
	2. \$29.95 (1.66)		2. \$29.95 (1.76)		2. \$29.95 (1.43)
	3. \$89.95 (0.06)		3. \$89.95 (0.07)		3. \$89.95 (0.00)
<b>2.Style</b> (27.42)	1. Comfortable (2.37)	<b>2.Style</b> (23.82)	1. Comfortable (2.13)	<b>2.Style</b> (24.27)	1. Comfortable (2.23)
	2. Fashionable and stylish (1.39)		2. Fashionable and stylish (1.06)		2. Classic and traditional (0.99)
	3. Classic and traditional (0.97)		3. Classic and traditional (0.93)		2. Fashionable and stylish (0.99)
<b>3.Information</b> (11.38)	1. Ethical information (0.92)	<b>3.Availability</b> (12.91)	1. Online (1.07)	<b>3.Information</b> (13.32)	1. Ethical information (1.08)
	2. Ethical attribute (0.82)		2. Major retailer on Main Street (0.78)		Ethical attribute (1.01)
	3. No information (0.16)		Boutique or specialty store (0.24)		No information (0.15)
<b>4.Availability</b> (11.00)	1. Online (0.78)	<b>4.Information</b> (11.89)	1. Ethical information (0.92)	<b>4.Availability</b> (12.09)	1. Online (0.99)
	2. Major retailer on Main Street (0.68)		2. Ethical attribute (0.88)		2. Major retailer on Main Street (0.84)
	3. Boutique or specialty store (0.29)		3. No information (0.17)		3. Boutique or specialty store (0.18)
<b>5.COO</b> (9.02)	Made in USA (0.89)	<b>5.COO</b> (9.01)	Made in USA (0.89)	<b>5.COO</b> (11.55)	Made in USA (1.14)
	Made in another country (0.01)		Made in another country (0.01)		Made in another country (0.02)
<b>6.Brand</b> (7.94)	1. Independent or private brand (0.61)	<b>6.Brand</b> (7.67)	1. Independent or private brand (0.51)	<b>6.Brand</b> (7.47)	1. Independent or private brand (0.56)
	2. Unknown brand or unbranded (0.40)		2. Main Street brand (0.46)		2. Main Street brand (0.46)
	3. Main Street brand (0.39)		3. Designer (0.45)		3. Unknown brand or unbranded (0.30)
	4. Designer (0.29)		4. Unknown brand or unbranded (0.22)		4. Designer (0.27)

Table 4-14: Order of utility and constant sum scores for age groups

LOW INCOME		MEDIUM INCOME		HIGH INCOME	
<b>1.Price</b> (34.66)	1. \$7.95 (3.33)	<b>1.Price</b> (29.42)	1. \$7.95 (2.73)	<b>2.Style</b> (31.18)	1. Comfortable (2.45)
	2. \$29.95 (1.66)		2. \$29.95 (1.54)		2. Classic and traditional (1.17)
	3. \$89.95 (0.03)		3. \$89.95 (0.05)		2. Fashionable and stylish (0.98)
<b>2.Style</b> (24.16)	1. Comfortable (2.17)	<b>2.Style</b> (24.68)	1. Comfortable (2.25)	<b>3. Price</b> (28.64)	1. \$7.95 (2.62)
	2. Fashionable and stylish (1.11)		2. Classic and traditional (1.06)		2. \$29.95 (1.50)
	3. Classic and traditional (0.89)		2. Fashionable and stylish (1.00)		3. \$89.95 (0.23)
<b>3.Availability</b> (12.05)	1. Online (0.97)	<b>3.Information</b> (14.10)	1. Ethical information (1.13)	<b>3.Information</b> (12.77)	1. Ethical information (0.96)
	2. Major retailer on Main Street (0.78)		Ethical attribute (1.02)		Ethical attribute (0.72)
	3. Boutique or specialty store (0.24)		No information (0.20)		No information (0.35)
<b>4.Information</b> (11.77)	1. Ethical information (0.93)	<b>4.Availability</b> (13.31)	1. Online (1.08)	<b>4.Availability</b> (12.55)	1. Online (1.20)
	2. Ethical attribute (0.90)		2. Major retailer on Main Street (0.85)		2. Major retailer on Main Street (0.56)
	3. No information (0.14)		Boutique or specialty store (0.17)		3. Boutique or specialty store (0.28)
<b>5.COO</b> (9.85)	1. Made in USA (0.97)	<b>5.COO</b> (10.27)	Made in USA (1.01)	<b>5.COO</b> (8.82)	Made in USA (0.88)
	2. Made in another country (0.01)		Made in another country (0.01)		Made in another country (0.00)
<b>6.Brand</b> (7.51)	1. Independent or private brand (0.53)	<b>6.Brand</b> (8.22)	1. Independent or private brand (0.58)	<b>6.Brand</b> (6.05)	1. Independent or private brand (0.53)
	2. Main Street brand (0.45)		2. Main Street brand (0.46)		3. Unknown brand or unbranded (0.32)
	3. Designer (0.36)		3. Designer (0.42)		3. Main Street brand (0.24)
	4. Unknown brand or unbranded (0.27)		4. Unknown brand or unbranded (0.29)		4. Designer (0.10)

Table 4-15: Order of utility and constant sum scores for income groups



FULL-TIME		PART-TIME		UNEMPLOYED	
<b>1.Price</b> (34.29)	1. \$7.95 (3.25)	<b>1.Price</b> (30.49)	1. \$7.95 (2.87)	<b>1.Price</b> (33.92)	1. \$7.95 (3.32)
	2. \$29.95 (1.71)		2. \$29.95 (1.52)		2. \$29.95 (1.55)
	3. \$89.95 (0.08)		3. \$89.95 (0.01)		3. \$89.95 (0.01)
<b>2.Style</b> (24.42)	1. Comfortable (2.15)	<b>2.Style</b> (23.87)	1. Comfortable (2.25)	<b>2.Style</b> (24.77)	1. Comfortable (2.23)
	2. Fashionable and stylish (1.14)		2. Fashionable and stylish (1.01)		2. Classic and traditional (1.12)
	3. Classic and traditional (0.92)		3. Classic and traditional (0.88)		2. Fashionable and stylish (0.97)
<b>3.Availability</b> (12.97)	1. Online (1.04)	<b>3.Information</b> (16.29)	1. Ethical information (1.33)	<b>3.Information</b> (12.33)	1. Ethical information (0.95)
	2. Major retailer on Main Street (0.77)		2. Ethical attribute (1.23)		2. Ethical attribute (0.92)
	3. Boutique or specialty store (0.24)		3. No information (0.15)		3. No information (0.20)
<b>4.Information</b> (10.96)	1. Ethical information (0.86)	<b>4.Availability</b> (11.44)	1. Online (0.99)	<b>4.Availability</b> (12.17)	1. Online (0.94)
	2. Ethical attribute (0.81)		2. Major retailer on Main Street (0.67)		2. Major retailer on Main Street (0.89)
	3. No information (0.15)		3. Boutique or specialty store (0.23)		3. Boutique or specialty store (0.19)
<b>5.COO</b> (9.72)	Made in USA (0.95)	<b>5.COO</b> (10.05)	Made in USA (1.01)	<b>5.COO</b> (10.08)	Made in USA (1.01)
	Made in another country (0.02)		Made in another country (0.00)		Made in another country (0.00)
<b>6.Brand</b> (7.94)	1. Independent or private brand (0.53)	<b>6.Brand</b> (7.86)	1. Independent or private brand (0.58)	<b>6.Brand</b> (6.73)	1. Independent or private brand (0.51)
	2. Main Street brand (0.46)		2. Main Street brand (0.50)		2. Main Street brand (0.39)
	3. Designer (0.43)		3. Unknown brand or unbranded (0.33)		3. Unknown brand or unbranded (0.27)
	2. Unknown brand or unbranded (0.25)		4. Designer (0.29)		4. Designer (0.27)

Table 4-16: Order of utility and constant sum scores for employment groups

## **5. DISCUSSION**

### **5.1 INTRODUCTION**

This chapter concludes this thesis by exploring and discussing the major findings of this research. Predominantly, utility scores were analysed as they provided the most insightful information. The statistically significant findings were examined, however some interesting insignificant findings were also explored. Practical and theoretical contributions and implications of the research are also explained. Furthermore, limitations of the research are outlined and suggestions for future research are presented.

### **5.2 MAJOR RESEARCH FINDINGS**

#### **5.2.1 Summary of research purpose**

The attitude-behaviour gap is a prevalent issue in our society, with many consumers acting apathetically toward environmental, social and political issues of today. This is especially evident in the area of the ethics of clothing. Recent years have been inundated with news coverage on the unethical nature of the clothing industry including environmental harm and human rights abuses. Despite this, the consumer still perceives many barriers to ethical clothing consumption. Therefore, to encourage ethical consumption within the clothing industry it is imperative to understand the wants and needs of its consumers. More specifically, it is vital that marketers understand what combinations of clothing product attributes are most preferred by consumers, to then be able to successfully promote purchasing ethically concerned clothing.

The present research explored the perceived barriers for consumers toward ethical clothing consumption. In turn, the present research crafted solutions to these barriers to discover which would be most valued and preferred by consumers. It was also the concern of this research to discover whether psychographics and behaviours such as apathy, clothing involvement or purchase frequency played a role in the preferred characteristics of clothing.

Additionally, this thesis aims to understand whether demographics such as age, income and employment affect the value placed on certain ethical clothing features.

### **5.2.2 Attribute importance**

Discovered in the literature review were six particular barriers to ethical clothing consumption which crafted the attributes included in this conjoint analysis. The constant sum importance scores presented the attributes of most value to this sample. Consistently, even when split into the groups, price was the most preferred attribute. As represented in the literature review, price is a prominent characteristic in a consumer's purchase consideration of an ethical garment (Carrigan & Attalla, 2001; Han, Gupta, & Lenmann, 2001; Shaw et. al., 2006). As expected, this study confirms this, as price was the most important attribute by a significant proportion. The only exception to this was the high frequency and high income groups who ordered style over price, likely because these groups identify as fashion-conscious shoppers.

Within the literature review, three particular attributes were explained as being the most important for an ethical clothing purchase decision. These were price, information and availability (Carrigan & Attalla, 2001; Shaw et al., 2006; Uusitalo & Oksanen, 2004). Therefore, it was interesting that in this study, style was consistently the first or second most important attribute for this sample. Overall, information and availability were of similar scores in third and fourth place almost consistently throughout the majority of the groups. Lastly, COO and brand were of least importance to this sample. Brand was consistently rated the least important attribute throughout all groups excluding high frequency purchasers.

### **5.2.3 Attribute level importance**

Each level produced an average utility score which represented the importance of each level to the participants. Within price, the lowest level was preferred as expected. Despite literature exploring the willingness of consumers to pay up to a 25% premium for ethically produced goods (Ellis, McCracken & Skuza, 2012; Miller, 1992), the \$7.95 level was unfailingly the favoured option. For the information attribute, ethical information and ethical attribute levels were closely preferred by this sample. This can be explained as information is the key to consumption as it reduces uncertainty and encourages purchase decisions (Bei,

Chen, & Widdows, 2004; Jacoby, Chestnut, & Fisher, 1978). The availability attribute identified online as the most preferred channel, followed by a major retailer on Main Street. The boutique or speciality store level was least preferred. This could be explained by consumers often wanting the easiest and most accessible sources of attainability. As described in the literature review, products made in foreign countries can often be undesirable for consumers (Shaw et al., 2006) as represented in the results of this conjoint analysis. Clothing made in the USA had a significantly greater utility than a clothing product made in another country, across all groups. The brand attribute produced relatively similar results across all attributes. Independent or private brand held the greatest average utility score followed closely by the Main Street brand level. The style attribute had comfortable as the most important level for all groups of behavioural and demographic differences. It must also be noted that the high level mean for purchase likelihood (8.40) for participants' ideal bundle of attributes and attribute levels indicates the reliability of the results and real-world applicability of the findings.

#### **5.2.4 Apathy**

This study suggests that apathy plays a part in the prevalent attitude-behaviour gap, with consumers expressing a “lack of interest or emotion” (van Reekum et al., 2005, p. 7) toward the ethical nature of their clothing purchases. Apathy had statistically significant relationships to at least one level within each attribute. Price as an attribute was significantly preferred by the apathetic group of participants, most notably for the utility scores for \$7.95 and \$29.95 price points. Additionally, all levels of information were statistically significant between the apathetic and non-apathetic groups of participants. Specifically, information as an attribute was far less important for those apathetic participants, especially for the levels of ethical information and ethical attribute. As expected, the no information level was preferred by the apathetic group. As an attribute, availability did not pose any difference between the two apathy groups nor for any utility scores for its levels. COO showed a significant difference in constant sum scores, with the non-apathetic group granting higher preference for it as an attribute, especially for clothing made in the USA. Brand as an attribute showed no statistically significant difference in preference for the two groups. However, the utility score for the independent or private brand level was significantly greater for those non-apathetic participants. Lastly, the style attribute showed no significant difference in constant sum

scores between the two groups. As a level, the utility score for the comfortable level was significantly greater for the apathetic group.

The order of preference for each attribute was slightly different between groups, however within each attribute the order of level preference rarely changed. Despite this, between the two groups there were significant differences in utility scores between said levels. For example, the apathetic group scored a 7.71 constant sum score on COO with a 0.76 utility score for clothing made in the USA. Conversely, the non-apathetic group scored an 11.45 constant sum score for the COO attribute with a 1.13 utility score for clothing made in the USA. Observing the large differences, like the one explained above, it becomes clear that the apathetic group value COO and information attributes far less than the non-apathetic group but value price far more. This implies that the apathetic group is more concerned about price than the ethical nature of their clothing.

### **5.2.5 Clothing involvement**

The involvement groups produced similar differences in attribute and level scores as the apathy groups. Namely, low-involvement participants mirrored the results of the apathetic participants. Similar to the apathy groups, the involvement groups showed differences within their attribute and level preferences. The results suggest that those apathetic members of this sample had a low-involvement in ethical clothing consumption and those non-apathetic members of this sample had a high-involvement in ethical clothing consumption.

Price as an attribute was significantly preferred by the low-involvement group of participants, most notably for the utility score for the \$7.95 price point. Additionally, all the utility scores for levels of information had statistically significant differences between the low-involvement and the high-involvement groups of participants. Specifically, information as an attribute was far less important for those low-involvement participants especially for the levels ethical information and ethical attribute. As expected, the no information level was preferred by the low-involvement group. As an attribute, availability did not pose any difference between the two involvement groups nor for any utility scores for the levels. COO showed a significant difference in constant sum scores, with the high-involvement group granting higher preference for it as an attribute, especially for clothing made in the USA. Brand as an attribute showed no statistically significant difference in preference for the two groups or for any utility scores for the levels. Lastly, style as an attribute showed a significant

difference in constant sum scores, with the low-involvement group having a higher preference for this attribute. Additionally, utility scores for the comfortable level were significantly greater for the low-involvement group.

### **5.2.6 Purchase frequency**

The purchase frequency groups showed a number of significant differences in constant sum and utility scores. Price as an attribute was significantly less preferred by the high frequency purchasers, with the low and medium frequency purchasers producing similar constant sum scores. Similarly, the high frequency purchasers had a significantly lower utility score for the \$7.95 and \$29.95 price points. As an attribute, information did not pose any difference between the three frequency groups nor for any utility scores for the levels. Availability as an attribute showed no statistically significant difference in preference for the three groups. However, the boutique or specialty store level yielded a higher utility score for the high frequency purchase group. As an attribute, COO had no significant difference between the three frequency groups nor for any utility scores for the levels. The brand attribute showed a significant difference in constant sum scores, with the high frequency group having a greater preference for this attribute. Specifically the designer, the Main Street brand and independent or private brand levels, all produced higher a utility score for those high frequency purchase participants. Style as an attribute showed no statistically significant difference in preference for the three groups. However, the fashionable and stylish level was significantly preferred by the high frequency purchasers. With these results in mind, it seems apparent that the group of high frequency purchasers were fashion conscious and willing to pay a higher price for clothing.

### **5.2.7 Demographics**

The literature in this area has proved inconclusive in exploring the relationships between ethical consumption and certain demographics (Bray et al., 2011; O'Fallon & Butterfield, 2005; Roberts, 1996). Despite conflicting literature on the relationship between demographics and on building a profile for the ethical consumer, this study produced some significant results.

From the age demographic, the constant sum score importance order for the attributes was the same for the youngest and oldest age groups. The middle age group simply valued availability over information. COO as an attribute posed a significantly different importance score between age groups. The results imply that those from the older age group (36-45) valued the origin of clothing the most, especially valuing clothing made in the USA. For the brand attribute, the utility score for the designer level was significantly greater for those in the middle age group (26-35), who are likely to have a greater disposable income. Additionally, the utility score for the unknown brand or unbranded level was also significantly greater for the younger age group. Within the price, information, availability and COO attributes, the order of preferred levels did not differ between age groups. Although not statistically significant, the order of level preference based on utility scores differed for each age group for the brand and style attributes.

From the income demographic the constant sum score importance order for the attributes was different for all groups. The low income group attribute preference order was as follows: price, style, availability, information, COO and brand. The medium income group attribute preference order was as follows: price, style, information, availability, COO and brand. The high income group attribute preference order was as follows: style, price, information, availability, COO and brand. As anticipated, price as an attribute was important to the low income group, having a significantly greater preference for the lower price points. Excluding this, no other statistically significant differences in constant sum or utility scores were found between the income groups. Within price, information, availability and COO attributes, the order of preferred levels did not differ between income groups. Although not statistically significant, the order of level preference based on utility scores differed for each income group for the style and brand attributes.

From the employment demographic, the constant sum score importance order for the attributes was the same for the part-time and unemployed groups. The full-time group simply valued availability over information. For these groups, only the information attribute produced statistically significant differences in constant sum and utility scores. Information as an attribute was significantly more important to the part-time employment group, with significantly higher preference for ethical information and ethical attribute levels.

### 5.3 DISCUSSION OF FINDINGS

The results of this study confirm much of the literature on important characteristics of ethical clothing. Specifically, the present research indicates that price is unfailingly the most important characteristic of an ethical clothing purchase decision. This supports literature presented in Chapter Two, which states that price is the most important consideration in clothing purchase decisions (Carrigan & Attalla, 2001; Shaw et al., 2006). Much of the research on the attitude-behaviour gap shows that it is sustained due to price surpassing ethical attributes (Shaw et al., 2006). Especially for convenience products, consumers are more concerned with pricing as opposed to ethical nature (Didier & Lucie, 2008). It is commonly accepted that consumers will aim to maximise their satisfaction within a certain budget constraint (Monroe, 1973), therefore it was expected that \$7.95 would be the most preferred price point. Although the literature review outlined consumers' willingness to pay up to a 25% premium for ethically produced goods (Miller, 1992; Trudel & Cotte, 2008), this was not evident in this research.

Although not as prevalent in the literature, this research discovered the importance of style as an attribute for clothing. For all constant sum score results, including all the groups, style was consistently ranked either first or second. In an era that is becoming more open and expressive in clothing style, it is possible that style is becoming a more valued characteristic because clothing is a way of expressing personality and representing an individual symbolically (Ritch & Schroder, 2012; Shaw et al., 2006). Additionally, in recent decades there has been a socio-cultural shift in the lifestyle of the consumer, who feels the need to be knowledgeable about the latest fashion trends and adapt to these (Cachon & Swinney, 2011). With this changing consumer culture, it is logical that style is high on a consumer's purchase decision criteria.

An interesting finding was the consistency with which the brand attribute was the least important to this sample. During the literature review it was explained that brands are often especially important during a purchase decision as they provide familiarity (Bray et al., 2011). Similarly to the style attribute, brands allow consumers to represent themselves symbolically and identify themselves into certain groups in society (Muinz & O'Guinn, 2001). Despite this, the results of this study imply that other attributes are simply more important during a purchase decision for a clothing product.



It was evident that level of apathy and clothing involvement had a profound effect on a consumer's evaluation of clothing features and attributes. Additionally, those in the apathetic group and low-involvement group mirrored similar product judgements and valued similar attributes and levels. This was also evident in the Pearson correlation test. The apathetic, low-involvement groups had considerably lower constant sum and utility scores information and COO, expressing a lack of care and interest in the source of their clothing. Specifically, these two groups had significantly lower utility scores for a clothing product with ethical information or ethical attributes but a significantly higher preference for no information. From this, it could be concluded that apathy does have a part to play in the attitude-behaviour gap for ethical clothing consumption.

The present research indicates that purchase frequency also had an effect on preferred attributes and consequent levels. The high frequency purchasers cared far less about price than the other groups, and far more about brands and style. Specifically, this group favoured clothes produced by a designer, Main Street or independent or private brand with a fashionable and stylish style. From this, it can be argued that the high frequency purchase group were trendy and stylish, brand aware and fashion conscious individuals, perhaps with a profession in the fashion industry.

Certain demographics had an effect on assessments of certain features and attributes as some significant results were found during the ANOVA tests. However, these results were often idiosyncratic or piecemeal. The strongest factors were driven by attitudinal factors such as apathy and involvement, as opposed to demographics.

Based upon the results presented in this thesis, it is suggested that to encourage ethical clothing consumption, a product must be at a low price point, have ethical information such as sweatshop free, fair trade certified, environmentally sustainable and labelled made in USA, be available online from an independent or private brand, and be comfortable.

## **5.4 RESEARCH IMPLICATIONS AND CONTRIBUTIONS**

### **5.4.1 Managerial implications**

Firstly, this research aims to provide insight into consumer preference for characteristics of ethical clothing. Although this research only offers importance of attributes and their levels, it

can also shed light on how marketers can craft advertisements and position products in a way that can encourage ethical clothing consumption. Marketers must be aware of the importance of price and style to consumers, and avoid emphasising features such as brand.

Additionally, this research provides an understanding of how groups' behavioural and psychographic traits can hold differing importance to ethical clothing attributes. Consequently, marketers can alter advertising campaigns and product targeting to cater to the group's needs. By conceptualising the needs and wants of consumers with different levels of apathy, involvement and purchase frequency, marketers can develop ways of targeting these specific market segments when creating marketing strategies and advertising messages for ethical clothing products. For example, those who are more apathetic and have low-involvement in regard to ethical clothing would be suited to advertising focused on price, style and availability. Conversely, those who show interest in ethical clothing and have high-involvement in regard to ethical clothing would be suited to advertising focused on price, style and information about the product. Being able to cater marketing and advertising to certain psychographics and behaviour allows for increased effectiveness and precision as a result of segmentation (Mitchell, 1994).

The results of this study show that an online platform was consistently the most preferred availability attribute for clothing. Therefore, from a retail perspective, companies who do not currently run online should consider employing this channel. There are a number of benefits to online shopping such as purchasing at any time, saving money, requiring less effort, and convenience (Al-Debei, Akroush, & Ashouri, 2015).

Lastly, this research has explored how demographics such as age, income and employment can have an effect on attribute importance for ethical clothing. As mentioned in Chapter Two, Roberts (1996) suggests that demographics are a poor predictor of ethical consumers and therefore for marketers to focus on one demographic segment would be to miss out on a large portion of the market. However, the results of this research will allow marketers to alter efforts to all segments depending on the demographics. This information is useful for marketers as each segment of society requires a different mix of advertising strategies to fulfil their certain individual wants and needs (Lin, 2002). For example, in the present research the older age group (26-45) valued COO significantly more than any other age group. This would imply that targeting the said age groups would require more information about the origin of

the clothing product. Despite this, the results imply that targeting psychographic and behavioural drivers as opposed to demographics would be most effective.

#### **5.4.2 Theoretical implications and contributions**

Theoretically, this thesis has made a contribution by synthesising a comprehensive study on the importance of attributes of ethical clothing. Although literature has alluded to and briefly explored the importance of certain product attributes, very few have provided much quantitative backing. This research uses a conjoint analysis approach which has been neglected in this area but provides numerical and measurable data to explain the importance of certain features of ethical clothing to consumers.

Additionally, the current research contributes to the minimal amount of literature on consumer apathy. As explained in Chapter Two, academic writing on apathy has primarily focused on medical, political, employment and education contexts and has been overlooked in areas of marketing. Especially, in regard to the attitude-behaviour gap and ethical consumption, research has suggested concepts of care and interest however has never delved further into the concept of consumer apathy. Thus, this research will offer explanations of consumer apathy and its effects on ethical consumption.

Furthermore, as explained in Chapter Two, research on the relationship between demographics and the ethical consumer has been sporadic and conflicting (Roberts, 1996). This research gives some idea of the preferred attributes of clothing of different age, income and employment groups. The current study provides more insight into this area to help craft a profile for the ethically conscious consumer.

### **5.5 LIMITATIONS**

There are a number of limitations that need to be acknowledged and considered when interpreting the results and findings of this research.

Firstly, the nature of the survey could pose certain issues. Participants were required to make purchase decisions, in a non-traditional purchase environment, especially considering they were aware of the experimental setting. This could have affected the evaluation process

and therefore should be considered when analysing the results of this study. A real life purchase scenario could have provided more accurate trade-offs for the consumers. A survey with a tangible object in mind when rating certain attributes and attribute levels would issue authentic and realistic results. However, the constraints of this research and the methodology chosen meant it was not possible to observe real-life consumer behaviour and purchase decisions. Conversely, an experimental design would not cater for the large number of attributes and attribute levels adopted in this research. In this regard, a conjoint analysis was appropriate to allow for a large number of characteristics.

The next limitation concerns the self-selection bias in this sample, restricting the generalisability of the results. Participants were recruited through Amazon's Mechanical Turk and therefore only consisted of those who actively participate on this platform. Additionally, the results can not necessarily be generalised to the whole population of females aged 18-45. It should also be noted that all Amazon's Mechanical Turk participants are located in the United States, preventing generalisation to other countries. Furthermore, the use of certain demographics needs to be recognised as a limitation in this research. The study was restricted to females aged 18-45 therefore may not be representative of other genders or age groups.

Finally, it must be considered that there can be other external factors affecting the respondents' selection of feature and attribute importance, such as prior knowledge and experience in the area of ethical clothing consumption, which need to be taken into account when interpreting this research.

## **5.6 FUTURE RESEARCH**

The present research has generated a number of ideas and avenues that could be explored to contribute to academic literature in the future.

In regard to methodology, and leading on from a point made in Section 5.5, future research could consider the use of a real-life purchase scenario. Although the constraints of this research did not allow for this method, it could provide more accurate and interesting results. Although this could provide more reliable data, it must be recognised that the number of attributes and attribute levels included would be more limited.

Furthermore, the attributes and attribute levels selected for this survey were based on the most prominent in the literature review presented in Chapter Two. There are a number of other clothing characteristics that could be adopted for future conjoint analyses. These could include, but are not limited to, fabric, washing instructions, colour and quality. Undertaking a conjoint analysis with more attributes or attribute levels would narrow the scope of the most preferred bundle of characteristics to more successfully encourage ethical clothing consumption.

In addition to the contributions explained above, the research aimed to provide insight and explore the concept of consumer apathy. Consumer apathy has received little attention in academia, with the majority of literature focused on the medical, political, employment and education apathy areas. This study creates an opportunity and a platform for future research on consumer apathy, to further understand the concept and its constructs.

The effects of the additional measures including apathy, clothing involvement and purchase frequency have been explained in the previous chapter. However, future research could provide more detail on these relationships. This could be achieved by providing more scales on each to further measure the concepts. Additionally, future research could also measure the relationships between different demographics and ethical consumption such as marital status or type of occupation.

## **5.7 CONCLUDING REMARKS**

The overarching aim of this study was to explore consumers' barriers to ethical clothing consumption and consequently what solutions to these barriers are most preferred. The literature review determined that the main barriers included perceived cost, lack of information such as country of origin, lack of availability and attainability, lack of style and fashion, and unknown or undesirable brands. The conjoint analysis utilised, allowed this research to understand what combinations and bundles of certain clothing characteristics can overcome these major perceived barriers to ethical clothing consumption. By doing so, this research helps to conceptualise how consumers value different attributes and attribute levels of ethical clothing. This understanding is vital in recognising how apathy towards this issue can be decreased and how ethical clothing consumption can be encouraged in the future .

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## APPENDICES

### 1. STIMULI DEVELOPMENT

#### 1.1 Brand shares

Change View ▼	Brand	Company name (GBO)	2010 ▼	2011 ▼	2012 ▼	2013 ▼	2014 ▼	2015 ▼
USA								
Apparel								
 	Nike	Nike Inc	1.5	1.6	1.9	2.1	2.4	2.6
 	Old Navy	Gap Inc, The	2.2	2.0	2.1	2.1	2.2	2.2
 	Victoria's Secret	L Brands Inc	-	-	-	2.0	2.1	2.2
 	Target	Target Corp	1.9	1.9	1.8	1.8	1.8	1.8
 	Ralph Lauren	Ralph Lauren Corp	1.5	1.7	1.7	1.8	1.7	1.6
 	Hanes	Hanesbrands Inc	1.3	1.3	1.3	1.2	1.3	1.3
 	Forever 21	Forever 21 Inc	1.0	1.2	1.3	1.3	1.3	1.3
 	Levi's	Levi Strauss & Co	1.3	1.4	1.4	1.4	1.3	1.2
 	Under Armour	Under Armour Inc	0.4	0.6	0.7	0.8	1.0	1.2
 	Gap	Gap Inc, The	1.5	1.4	1.5	1.4	1.3	1.2
 	Carter's	Carter's Inc	0.8	0.8	1.0	1.0	1.1	1.1
 	American Eagle Outfitters	American Eagle Outfitters Inc	1.0	1.0	1.1	1.0	1.0	1.0
 	H&M	H&M Hennes & Mauritz AB	0.5	0.6	0.7	0.8	0.9	1.0
 	Heritage	PVH Corp	-	1.0	0.9	1.2	0.9	0.9
 	Fruit of the Loom	Fruit of the Loom Inc	0.9	1.0	0.9	0.9	0.9	0.9
 	Ann Taylor	Ascena Retail Group Inc	-	-	-	-	-	0.9

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## 2. FINAL SURVEY SCREENSHOTS

### 2.1 Screen One – Information Sheet



You have been invited to participate as a subject in a research project investigating clothing purchase decisions.

At the completion of this survey you will be asked to provide your worker ID for Mechanical Turk

Your involvement in this research will be to participate in an online survey which should take **approximately 5-10 minutes**. You will complete a task of rating and indicating preference or purchase likelihood of different t-shirt attributes. You will then be asked to provide some basic demographics and asked additional questions regarding your clothes shopping behavior.

Your name and identity will be hidden and kept confidential. Participation is voluntary and you have the right to withdraw at any stage. Any incomplete surveys will be discarded. If you withdraw, I will remove information relating to you. Once the thesis is published (March, 2017) however, it will be impossible to withdraw information. The results of the project may be published, but you may be assured of the complete confidentiality of data gathered in this investigation: your identity will not be made public. Data will be stored on University of Canterbury servers and destroyed after 5 years. A thesis is a public document and will be available through the University of Canterbury Library.

The project is being carried out for a Masters of Commerce by Julia Read under the supervision of Paul Ballantine, who can be contacted at [paul.ballantine@canterbury.ac.nz](mailto:paul.ballantine@canterbury.ac.nz). He will be pleased to discuss any concerns you may have about participation in the project.

This project has been reviewed and approved by the University of Canterbury Human Ethics Committee, and participants should address any complaints to:

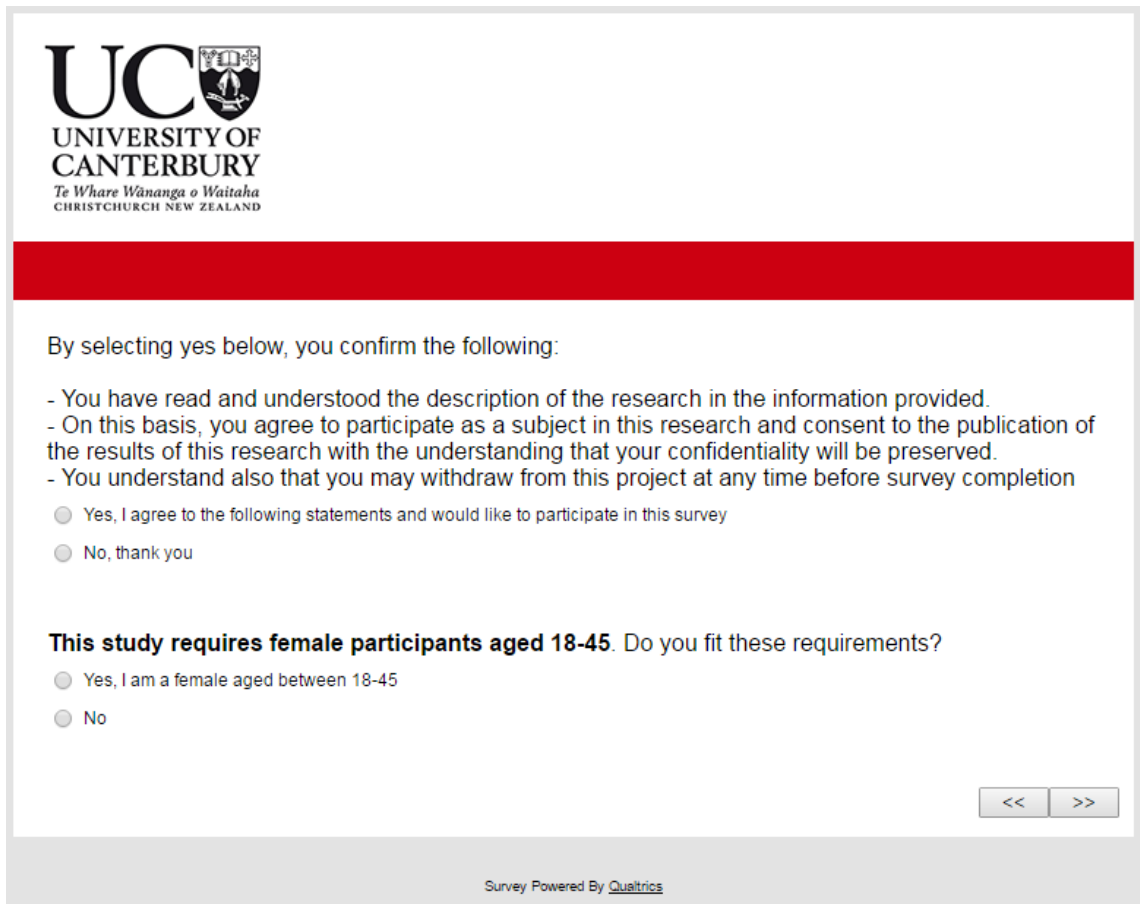
*The Chair, Human Ethics Committee, University of Canterbury, Private Bag 4800, Christchurch ([human-ethics@canterbury.ac.nz](mailto:human-ethics@canterbury.ac.nz)).*

If you agree to participate in this study, please proceed to the next page where you will be asked to consent to research participation.

Thank you for your time,  
Julia Read  
Masters of Commerce Candidate in Marketing  
Department of Management, Marketing and Entrepreneurship  
University of Canterbury  
Email: [julia.read@pg.canterbury.ac.nz](mailto:julia.read@pg.canterbury.ac.nz)



## 2.2 Screen Two – Consent Form



**UC**  
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By selecting yes below, you confirm the following:

- You have read and understood the description of the research in the information provided.
- On this basis, you agree to participate as a subject in this research and consent to the publication of the results of this research with the understanding that your confidentiality will be preserved.
- You understand also that you may withdraw from this project at any time before survey completion

☐ Yes, I agree to the following statements and would like to participate in this survey

☐ No, thank you

**This study requires female participants aged 18-45.** Do you fit these requirements?

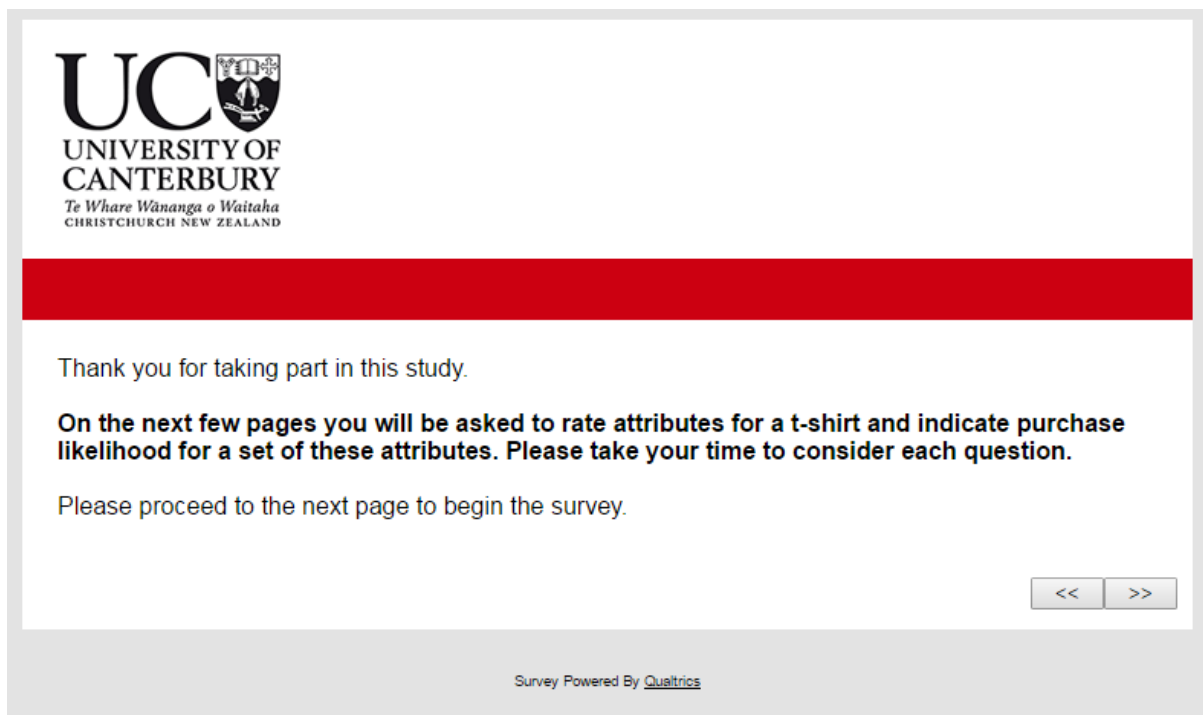
☐ Yes, I am a female aged between 18-45

☐ No

<< >>

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## 2.3 Screen Three - Prelude



**UC**  
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Thank you for taking part in this study.


**On the next few pages you will be asked to rate attributes for a t-shirt and indicate purchase likelihood for a set of these attributes. Please take your time to consider each question.**

Please proceed to the next page to begin the survey.

<< >>

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## 2.4 Screen Four – Conjoint Analysis



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Please select your most preferred and least preferred attribute for each set shown below:

Price of t-shirt	Least Preferred	Most Preferred
\$7.95	<input type="radio"/>	<input type="radio"/>
\$29.95	<input type="radio"/>	<input type="radio"/>
\$89.95	<input type="radio"/>	<input type="radio"/>

Information presented on t-shirt	Least Preferred	Most Preferred
Ethical information e.g Sweatshop free, Fair Trade certification, environmentally sustainable label	<input type="radio"/>	<input type="radio"/>
Ethical attribute e.g Organic cotton, 100% wool	<input type="radio"/>	<input type="radio"/>
No information	<input type="radio"/>	<input type="radio"/>

Availability of t-shirt	Least Preferred	Most Preferred
Online	<input type="radio"/>	<input type="radio"/>
Major retailer on Main Street	<input type="radio"/>	<input type="radio"/>
Boutique or specialty store	<input type="radio"/>	<input type="radio"/>

Country of origin of t-shirt	Least Preferred	Most Preferred
Made in USA	<input type="radio"/>	<input type="radio"/>
Made in another country	<input type="radio"/>	<input type="radio"/>

Brand of t-shirt	Least Preferred	Most Preferred
Designer brand	<input type="radio"/>	<input type="radio"/>
Main Street brand	<input type="radio"/>	<input type="radio"/>
Independent or private brand	<input type="radio"/>	<input type="radio"/>
Unknown brand or unbranded	<input type="radio"/>	<input type="radio"/>

Style of t-shirt	Least Preferred	Most Preferred
Fashionable and stylish	<input type="radio"/>	<input type="radio"/>
Comfortable	<input type="radio"/>	<input type="radio"/>
Classic and traditional	<input type="radio"/>	<input type="radio"/>

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## 2.5 Screen Five – Conjoint Analysis



Considering the concepts you've just seen, please indicate your preference for the following attributes:

#### Price of t-shirt

\$7.95  
\$29.95  
\$89.95

Least Preferred						Most Preferred				
0	1	2	3	4	5	6	7	8	9	10
<input checked="" type="radio"/>										
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
										<input checked="" type="radio"/>

#### Information presented on t-shirt

Ethical information e.g Sweatshop free, Fair Trade certification, environmentally sustainable label  
Ethical attribute e.g Organic cotton, 100% wool  
No information

Least Preferred						Most Preferred				
0	1	2	3	4	5	6	7	8	9	10
<input checked="" type="radio"/>										
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

#### Availability of t-shirt

Online  
Major retailer on Main Street  
Boutique or specialty store

Least Preferred						Most Preferred				
0	1	2	3	4	5	6	7	8	9	10
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
<input checked="" type="radio"/>										
										<input checked="" type="radio"/>

#### Brand of t-shirt

Designer brand  
Main Street brand  
Independent or private brand  
Unknown brand or unbranded

Least Preferred						Most Preferred				
0	1	2	3	4	5	6	7	8	9	10
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
<input checked="" type="radio"/>										
										<input checked="" type="radio"/>


#### Style of t-shirt

Fashionable and stylish  
Comfortable  
Classic and traditional

Least Preferred						Most Preferred				
0	1	2	3	4	5	6	7	8	9	10
<input checked="" type="radio"/>										
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
										<input checked="" type="radio"/>

>>

## 2.6 Screen Six – Conjoint Analysis



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In the previous questions, you rated the following as your most preferred. Please allocate 100 percentage points showing the relative importance of each of these attributes. Please remember these attributes as on the following page you will be asked your purchase likelihood for a t-shirt with this set of attributes.

Feature	Level	Importance
Price of t-shirt	\$89.95	<input type="text" value="0"/>
Information presented on t-shirt	Ethical attribute e.g Organic cotton, 100% wool	<input type="text" value="0"/>
Availability of t-shirt	Boutique or specialty store	<input type="text" value="0"/>
Country of origin of t-shirt	Made in USA	<input type="text" value="0"/>
Brand of t-shirt	Unknown brand or unbranded	<input type="text" value="0"/>
Style of t-shirt	Classic and traditional	<input type="text" value="0"/>
Total:		<input type="text" value="0"/>

>>

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## 2.7 Screen Seven – Purchase Likelihood



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How likely is it that you would purchase a garment with the particular attributes presented in the previous question?

I would never choose this garment

☐
☐
☐
☐
☐
☐
☐
☐
☐
☐

I would definitely choose this garment

>>

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## 2.8 Screen Eight – Apathy




Please indicate your level of agreement with these statements:

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
I am interested in ethical clothing consumption	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to consume ethically produced clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I take the initiative to consume ethically produced clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If you are paying attention please select strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am indifferent to whether my clothing is ethically produced or not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My feelings toward clothing ethics can be described as passive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel emotionally detached from clothing ethics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< >>



## 2.9 Screen Nine – Clothing Purchase Behaviour



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CHRISTCHURCH NEW ZEALAND

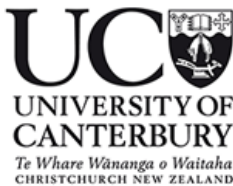
On average, how often do you purchase an item of clothing?

☐ More than once a week  
☐ Once a week  
☐ Once a month  
☐ Once every three months  
☐ Once every six months  
☐ Once a year

<< >>

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## 2.10 Screen Ten – Clothing Involvement



UNIVERSITY OF  
CANTERBURY  
*Te Whare Wānanga o Waitaha*  
CHRISTCHURCH NEW ZEALAND

What are your thoughts and opinions on ethical clothing?

Worthless	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Valuable
Mundane	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Fascinating
Boring	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Interesting
Unexciting	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Exciting
Not needed	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Needed
Means nothing to me	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Means a lot to me

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## 2.11 Screen Eleven – Demographics



Please indicate your gender

- ☐ Male
- ☐ Female

Please indicate your age group

- ☐ Younger than 18
- ☐ 18 - 25
- ☐ 26 - 35
- ☐ 36 - 45
- ☐ 46 - 55
- ☐ 56 - 65
- ☐ Older than 65

Please indicate your ethnicity

- ☐ White
- ☐ Black or African American
- ☐ Hispanic
- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Native Hawaiian or Pacific Islander
- ☐ Other

## 2.12 Screen Eleven – Demographics

Please indicate the highest level of education completed

- ☐ Less than high school
- ☐ High school graduate
- ☐ Some college
- ☐ 2 year degree
- ☐ 4 year degree
- ☐ Masters degree
- ☐ Doctorate
- ☐ Professional degree (JD, MD)
- ☐ Other

Please indicate your annual household income (USD)

- ☐ Less than \$25,000
- ☐ \$25,000 - \$54,999
- ☐ \$50,000 - \$74,999
- ☐ \$75,000 - \$99,999
- ☐ \$100,000 - \$124,999
- ☐ \$125,000 - \$149,999
- ☐ \$150,000 - \$174,999
- ☐ \$175,000 - \$199,999
- ☐ More than \$200,000

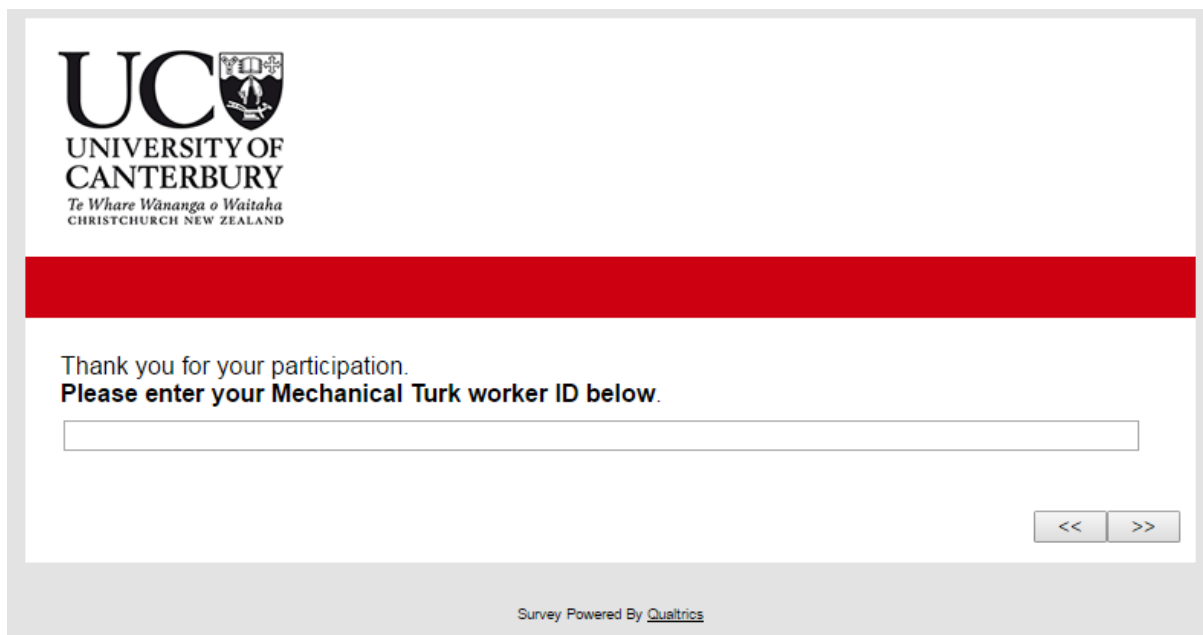
Please select the option which best describes your current employment

- ☐ Student
- ☐ Employed full-time
- ☐ Employed part-time
- ☐ Unemployed
- ☐ Retired

<< >>

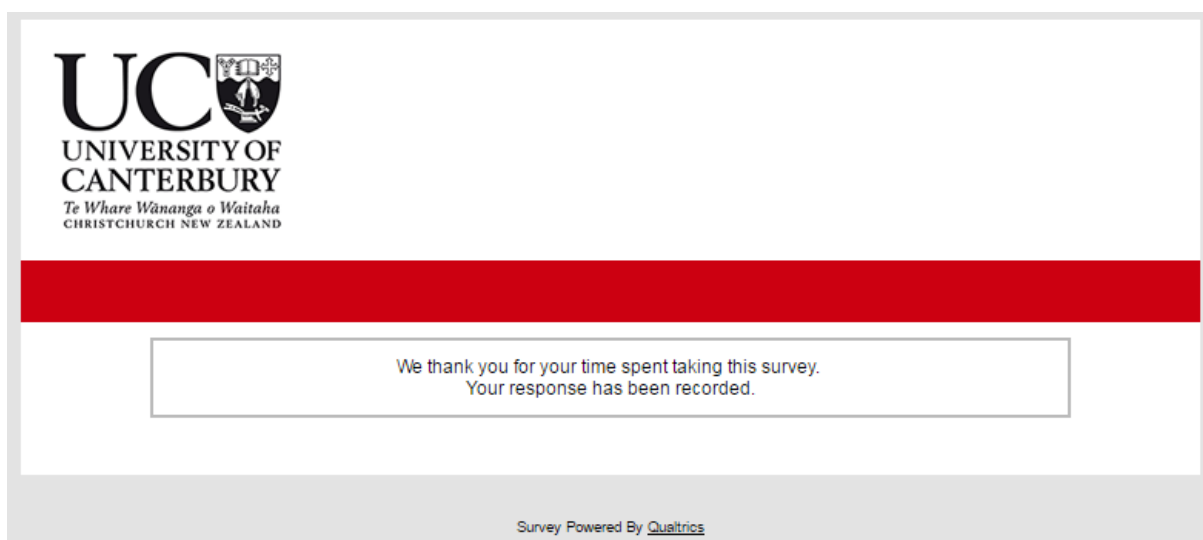
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### 2.13 Screen Twelve – Worker ID



The screenshot shows a survey interface for the University of Canterbury. At the top left is the university's logo, which includes the letters 'UC' and a crest, followed by the text 'UNIVERSITY OF CANTERBURY' and 'Te Whare Wānanga o Waitaha CHRISTCHURCH NEW ZEALAND'. Below the logo is a thick red horizontal bar. Underneath the bar, the text reads: 'Thank you for your participation. Please enter your Mechanical Turk worker ID below.' This is followed by a single-line text input field. To the right of the input field are two small buttons: one with '<<' and one with '>>'. At the bottom of the screen, a small text line says 'Survey Powered By Qualtrics'.

### 2.14 Screen Thirteen – Conclusion



The screenshot shows a survey interface for the University of Canterbury. At the top left is the university's logo, which includes the letters 'UC' and a crest, followed by the text 'UNIVERSITY OF CANTERBURY' and 'Te Whare Wānanga o Waitaha CHRISTCHURCH NEW ZEALAND'. Below the logo is a thick red horizontal bar. Underneath the bar, a white rectangular box contains the text: 'We thank you for your time spent taking this survey. Your response has been recorded.' At the bottom of the screen, a small text line says 'Survey Powered By Qualtrics'.

### 3. ETHICS APPROVAL



**HUMAN ETHICS COMMITTEE**

Secretary, Rebecca Robinson  
Telephone: +64 03 369 4588, Extn 94588  
Email: [human-ethics@canterbury.ac.nz](mailto:human-ethics@canterbury.ac.nz)

Ref: HEC 2016/67/LR

25 November 2016

Julia Read  
Management, Marketing & Entrepreneurship  
UNIVERSITY OF CANTERBURY

Dear Julia

Thank you for submitting your low risk application to the Human Ethics Committee for the research proposal titled "Overcoming the Barriers to Ethical Clothing Consumption : a Conjoint Analysis Approach".

I am pleased to advise that the application has been reviewed and approved.

With best wishes for your project.

Yours sincerely

*pp. R. Robinson*

Jane Maidment  
*Chair, Human Ethics Committee*