ARE CONSUMERS OPTING INTO SUSTAINABLE FASHION FOR ITS ETHICAL AND ENVIRONMENTAL IMPACTS OR ITS SOCIAL IMPLICATIONS?

An Undergraduate Research Scholars Thesis

by

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RESEARCH COMPLIANCE CERTIFICATION

Research activities involving the use of human subjects, vertebrate animals, and/or biohazards must be reviewed and approved by the appropriate Texas A&M University regulatory research committee (i.e., IRB, IACUC, IBC) before the activity can commence. This requirement applies to activities conducted at Texas A&M and to activities conducted at non-Texas A&M facilities or institutions. In both cases, students are responsible for working with the relevant Texas A&M research compliance program to ensure and document that all Texas A&M compliance obligations are met before the study begins.

I, Avery Piwonski, certify that all research compliance requirements related to this Undergraduate Research Scholars thesis have been addressed with my Research Faculty Advisor prior to the collection of any data used in this final thesis submission.

This project required approval from the Texas A&M University Research Compliance & Biosafety office.

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TABLE OF CONTENTS

ABSTRACT

Are Consumers Opting into Sustainable Fashion for its Ethical and Environmental Impacts or its
Social Implications?

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The recent development of conscious ethical behavior within the realm of consumption
has created a new subset of fashion for creators and consumers alike: the sustainable fashion
market. This new form of sustainable production promotes insight that is often overlooked in
everyday clothing production: moral values, environmental well-being, and the question of
whether clothing production is wasteful and polluting to the environment and public health. The
current regard explored in this study investigates the new trend of sustainable fashion that is
sweeping all platforms, to determine what the purchasing motivations of its consumers are.
Ethical and social implications are explored, something that has not been researched in
conjunction prior to this study, to aid companies in producing responsibly and creating high-
demand products for consumers. New production practices with a focus on environmental
wellbeing will ultimately push the fashion industry towards a higher standard of sustainability. A
survey was administered to pinpoint consumer motivations within sustainable fashion, while
controlling for demographics, age ranges, and various factors such as cost and personal

knowledge. From this data, the distribution of purchasing criteria and personal values can be observed, highlighting the importance of social and ethical motivations to various individuals when purchasing sustainable clothing. Participants with a high Moral Attentiveness are seen to be more ethically motivated, while those with a high Social Consciousness are seen to be more socially motivated when purchasing sustainable clothing.

DEDICATION

To my friends, family, instructors, and peers who supported me throughout this research process, thank you. Additionally, I would like to thank my advisor, Dr. Keith Wilcox, for guiding me through this process and teaching me many valuable lessons that I will take with me as I venture into my professional career. Finally, a special thank you to Texas A&M University and the URS Thesis Program for making this research possible.

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1.   INTRODUCTION

As the fashion market continues to expand and flourish, new trends appear and reappear. Some trends seem to be fleeting, only lasting a season or even a moment, while others remain steadfast. The latest trend that has significantly impacted the fashion world has been nonother than the push towards sustainability, whether through sourcing, manufacturing, or material selection. Sustainability has been a topic of discussion for quite a few years, but only recently has it gained popularity within fashion.

1.1   The History of Sustainability

In 1980, the World Conservation Strategy, published by the International Union for the Conservation of Nature, reframed an outdated argument on sustainability, claiming the goals set in place to maintain the Earth's environment would not be reached unless they were changed to reflect conservation practices (Clark et al., 2005). This idea was further developed by the World Commission on Environment and Development and released in 1987 (Keeble, 1988). Sustainability was additionally adopted by world leaders at the UN Conference on Environment and Development in 1992, thereafter becoming a significant goal among "international affairs and political agendas" in the early 2000s at the World Summit on Sustainable Development in Johannesburg (Von Frantzius, 2004). The concept of sustainability has since grown in various societal segments, most notably within the fashion production community.

1.2   The Emergence of Sustainability in Fashion

In 2007, the term "slow fashion" was coined by Professor Kate Fletcher, a professor of sustainability and fashion design at the University of the Arts London's Center for Sustainable Fashion (Fletcher, 2010). This term developed due to the need for a slower-paced methodology

within the fashion industry to account for less waste and proper ethical behaviors. It was around this time that we began to see fashion designers and producers alike adopt sustainable practices. Furthermore, in 2010 the Ellen MacArthur Foundation was launched by Dame Ellen MacArthur, a proponent of a circular and wasteless economy (MacArthur, 2013). This foundation, thereafter its launch, began to launch campaigns, going so far as creating the Global Commitment program in 2018, in an effort to reduce plastic pollution (Godfrey, 2019). Today, we continue to see a shift toward sustainable practices within the fashion industry, as this idea becomes standard practice in clothing production.

Initially, it might seem as though fashion and sustainability operate purely independently of one another. The fashion industry has a quick turnover, with the production of one collection only lasting a season until it is on to the next, while sustainability takes a slow production approach. In fact, fashion has been proven to be one of the most wasteful industries, coming in at second just behind the agricultural production industry (Stankevičiūtė, 2021). Textile waste is a significant issue when it comes to the world's pollution. The Ellen MacArthur Foundation estimates that less than 1% of all clothing produced is recycled. This lack of product returning to the supply chain, and rather perpetuating in a landfill, accounts for more than $100 billion lost each year to non-sustainable practices (Biswas et al., 2021).

However, by recycling clothing that would otherwise go unused over the last few years, the textile industry has proven to become more sustainable and environmentally conscious, thus sparking a trend within the industry and among its creatives (Wagner & Heinzel, 2020). Sustainability, a practice of reuse, durability, and ethical ideals, has now formed a partnership with an industry characterized by unmorally motivated practices, fashion production (Lundblad & Davies, 2016). Now, industry giants such as Vogue, Harper's Bazaar, and Elle, each lifestyle

and fashion magazines, have made the environment and its upkeep a fashion "mega-trend" for the general consumer.

1.3   What is Sustainable Fashion?

Sustainable fashion is overtaking the industry within the realm of "slow fashion." The slow-fashion movement can be described as the ethical production and environmentally conscientious practice of clothing manufacturing, making for a more aware and responsible consumer base. Essentially, by slowing down the production of clothing items with practices such as handcrafting and repurposing, the industry as a whole becomes less wasteful and polluting, and more eco-friendly. Slow fashion relates to sustainability directly by employing the types of sustainable fashion: upcycling, thrift shopping, and newly produced, to reduce the footprint of clothing on environmental health. Generally, fashion lovers are not only unaware of the global impact of the fashion industry but are also uneducated on the current practices of their favorite fashion brands. This shift began in the early 1990s when eco-friendly fashion was looked down upon, and the anti-fur movement had just begun (Henninger et al., 2016).

Luxury fashion houses, which often used animal fur as a symbol of status within the industry, began to attract public unrest and scrutiny due to the unethical nature of fur use and collection methods (Choi & Lee, 2021). Meanwhile, brands such as Stella McCartney arose, a designer that launched her company in 2001 and became notoriously known for her use of faux fur rather than its authentic counterpart (Lundblad & Davies, 2016). This evolution in fashion is what would eventually lead to sustainability, the current trend of the industry, that calls into question our overconsumption as humans and offers an attainable solution.

1.3.1 Types of Sustainable Fashion

Since the emergence of the sustainability trend, various forms of fashion have been observed. The three main areas of sustainable fashion are upcycling, thrift shopping, and sustainably produced clothing (Jacobson & Harrison, 2021). Upcycling is a practice in which a designer will take an old piece of fabric or clothing and make it into a new design. This form of sustainability is often seen among small designers and consumers interested in "do-it-yourself" projects. Additionally, thrift shopping is taking the consumer market by storm, as vintage clothing comes back into style and people decide to repurpose old clothing. Finally, items can be produced ethically and sustainably, using new materials. Often, sustainable brands are known for having limited stock, handmade goods with more ethically sourced materials than their fast-fashion counterparts. These three avenues of sustainable clothing will each be explored in the following sub-sections.

1.3.1.1 Upcycling

The practice of upcycling has been used for decades; however, it is only just now becoming more popular. When constructing clothing in this manner, designers will use scraps of materials to build a new vision from the old. Projects like "Upcycling Project by TAP" aim to inspire designers in a new way by challenging them with obscure and otherwise "useless" materials (Marques et al., 2019). Old textiles, in these cases, can be anything from plastic bags and trash to plane seat fabric and metal hardware from seatbelts.

1.3.1.2 Thrift Shopping

There is little data on thrift stores and their presence as a distinct retail sector because they essentially exist as a second-hand non-profit option for those that are less fortunate (Park et al., 2020). In fact, their popularity has only grown exponentially in the past five to ten years, as

past trends from the 1980s and 1990s reemerge. Today, thrift stores have become a mainstream avenue that is often curated for vintage shoppers to find unique vintage fashion pieces for lower-valued prices (Zaman et al., 2019).

Additionally, thrift stores have risen in popularity as they are endorsed by various social media personnel on various platforms. This includes Instagram and Tik Tok "influencers" that regularly thrift shop, encouraging their audience to do so as well (Saxena, 2021). Thrifting can now be viewed as a treasure hunt, or a fun activity to do with friends, rather than stigmatized around poverty and necessity.

1.3.1.3 Newly Produced

The third type of sustainable fashion sector is termed "newly produced.". These items of clothing are manufactured by small businesses and large corporations alike, but use sustainably sourced materials in both cases (Jacobson & Harrison, 2021). These products are produced with raw materials such as organic cotton, bamboo, lyocell, hemp, and recycled fibers, all of which are ethically sourced. Sustainable materials can also be bio-degradable, naturally dyed, laser-cut, or plasma-treated (Nayak et al., 2020).

However, producers of sustainable fashion must have access to these organic materials, as well as a reliable brand commitment to sustainable practices (Todeschini et al., 2017). Many popular brands have transitioned to an acclaimed sustainable production program since sustainability began to trend, including Patagonia, Levi's, and Eileen Fisher (Khandual & Pradhan, 2019). These brands have become more focused on ethically made fashion and wish to be more overall transparent with their consumers, in hopes of benefitting the environment and encouraging other brands to follow suit.

Luxury brands are also beginning to implement more sustainable production practices, one of the most notable being Gucci. Gucci is fairly new to the sustainable marketplace, but the company's efforts have gone far from unnoticed. Through the use of newly made products from sustainable materials, such as biodegradable sandals and eco-friendly eyewear made from castor oil seed, Gucci has become more transparent about their efforts toward sustainability, proving that they are committed to the challenge (Quach et al., 2022). Now, Gucci strives for ethically appealing designs and product sourcing, changing what the prospect of sustainability looks like in the luxury realm of fashion.

1.4   What is Greenwashing?

Greenwashing is a practice in which stakeholders within a fashion brand are misled about the environmentally friendly processes that are genuinely occurring in the brand (de Freitas Netto et al., 2020). This practice can include marketing tactics or various PR campaigns, which all aim to deceptively persuade the public towards the idea that the company's policies are environmentally conscious. Zara is an example of a company that practices greenwashing, due to their various claims of sustainable fabric usage, without any documentation of this occurring.

Zara has responded to emerging sustainable trends with claims and keyword associations, however, no proof or future plans of sustainability have been found in the retailer's marketing campaigns or public relations (Kim & Oh, 2020). Furthermore, the mass production of many clothing products is still being observed in all major (Zara) store locations, demonstrating a further lack of ethical or eco-conscious efforts. Observations like these ultimately lead consumers to suspect that greenwashing is occurring.

Greenwashing can not only affect the sustained profitability of a company, but it can also result in something known as ethical harm (Szabo & Webster, 2020). Perceived greenwashing

from the perspective of a consumer directly affects product perception and online consumer interactions. Essentially, product engagement could greatly reduce for a fashion brand that presents empty promises to their customers, resulting in these brands maintaining an overall unstable "fast-fashion" reputation.

Fast fashion is often considered to be the most contradictory practice to sustainable fashion. This type of production is fast-paced, low cost, and is built for mass production. The clothing is often poorly made and not built to last, but to sell (Bhardwaj & Fairhurst, 2010). Large fashion retailers like Zara and H&M forecast consumer demand for trending products, and then manufacture these articles of clothing for an extensive profit. However, with the prominence of sustainability currently in the industry, fast-fashion retailers have attempted to follow the industry pressure by implementing the practice of greenwashing, rather than honest application.

1.5   Consumer Motivations to Purchase Sustainable Fashion

There is little research regarding the motivations for consumer purchasing of sustainable fashion. The purchasing decision has only been investigated through an ethical lens, but consumer behavior has never been investigated while additionally attaching social motivations. This study will serve to bridge the gap present in this research, by showing whether people in the fashion industry are ethically, or socially influenced to purchase sustainable clothing.

1.5.1   Ethical Concerns

There have been various ethical concerns developed in the fashion industry. These issues are what initially sparked consumer unrest and what eventually lead to an eco-friendlier outlook on the industry as a whole. Recent studies have shown that consumers seem to be more motivated by their morals when shopping (Lundblad & Davies, 2016). Careful avoidance is used

against anything that is not ethically produced in many cases, and instead, consumers are opting into a focus on the "life-cycle cost" beyond the decision to purchase (Laitala et al., 2012).

Three ethical concerns of the fashion industry include environmental harm through the use of mass production, the harvesting of fur and other inhumane textile acquisition, and unsafe working conditions (Majumdar et al., 2020). These problems are cited often and used by the news media to influence consumers into buying more ethically to "save the planet". Water pollution and water consumption are also major issues in this industry, demonstrating overconsumption and pollution. Additionally, factory workers making this clothing are often met with subpar health and safety conditions (Mani et al., 2018), and forced to work overtime while being underpaid (Maria-Ariana, 2017).

1.5.2   Social Concerns

Social media is one of the biggest influencers to fashion consumers today (Akram & Kumar, 2017). Internal and external factors of high and low-end brands, such as price point, quality, and style are amplified through the use of online marketing and media. A 2019 study found that social media played a large part in user style and clothing inspiration, being the main platform to source clothing endorsements by so-called "influencers" (Nash, 2019). Typically, this behavior can be seen in young adults and females, those that consume in the fashion market most regularly. These populations, when surveyed, suggest that sustainable shopping is more than ethically motivated, but socially motivated as well. In fact, the consumption of certain styles and brands of clothing is used as a form of self-identity and a social class marker, sustainable fashion included (McNeill & Venter, 2019).

1.6 Literature Review

Minimal previous research has been conducted on the consumer buying habits of sustainable clothing. However, more recent studies are beginning to assess trends regarding purchasing, recycling, and disposal of clothing garments. A recent research project analyzed the behaviors and attitudes displayed by around 200 individuals, regarding the clothing industry (Paço et al., 2021). Their results suggested a "complexity of purchase habits," centering around the idea that many people are interested in buying sustainably, but they are not well educated in this marketplace. Furthermore, price points of sustainable fashion are often found to be too expensive, and thus cheaper and lesser-quality clothing is chosen out of convenience. This study demonstrates that there is a partial ethical influence on sustainable clothing purchasing habits.

More recently, research has identified an "intention-behavior" gap among regular fashion consumers, who stated a willingness to buy sustainably, but no behavior to back up this claim. The results from this study emphasized that consumers are highly "price-sensitive," and aware of various trends in the marketplace, and thus shop using these reasonings (Keiko Kawassaki, 2021). The higher prices of sustainably produced clothing, while often warranted, are either unattainable or unprovoking to many individuals. This result reinforces the aforementioned claim of purchasing intentions regarding sustainable clothing.

Some other studies concluded that sustainability had only been tapped by luxury fashion houses, even though many brands were beginning this transition, attributing sustainable fashion to wealth (Warén, 2021). However, alternate studies related purchasing tendencies to age and ethical awareness (Ersoy & Fu, 2021). In any case, all previous research tended to center around the ethical motivations of study participants only, rather than social motivations (Mason et al., 2022).

Only one study was shown to present a level of social influence found regarding sustainable purchasing. This research developed a sustainable clothing consumption model, a figure then used to determine the motivations behind the sale of second-hand clothing, renting, exchanging, and consulting older articles of clothing (Zhang & Dong, 2021). Furthermore, the effect of "virtual social capital" was explored, demonstrating a peer influence on clothing purchasing habits. However, no other studies regarding social motivation for sustainable clothing purchasing were found. This study was created to fill this research gap, exploring both ethical and social motivations within sustainable fashion consumers, to determine how brands can best market toward each demographic.

1.7   Projected Study Outcomes

This study serves to investigate the motivations that consumers have when purchasing sustainable fashion goods, therefore causing this aforementioned growing trend. This study demonstrates importance because it sheds light on the newly popular ethical idea that is sustainability and provides further insight into its customer base. From this data, fashion producers will be able to understand what is important to their audience and produce accordingly, promoting sustainable and wasteless practices thereafter.

Two psychological scales were used to quantify the results of this study. These are the Moral Attentiveness and Social Consciousness scales, each of which serves as an independent variable. Moral Attentiveness can be described as the level of daily ethical influence within a participant's life, while Social Consciousness can be described as the social influence on actions carried out in a participant's day-to-day life. The remainder of the data collection will then be used to form correlations between moral attentiveness and social consciousness when compared to various measures of sustainable fashion engagement. These measures include purchasing

frequencies, purchasing tendencies, expected cost, production policies, public perception, and overall sustainable knowledge under a social and ethical lens. Each of these subdimensions will influence the outcome of the data by providing characteristics that can be associated with various participants, thus furthering the understanding of their individual purchasing motivations.

Positive correlations were expected to be seen between participants with scores indicating a high level of Moral Attentiveness and their level of ethical motivations. Additionally, it was expected that individuals with a high level of Social Consciousness would be observed depicting low ethical motivations, and instead high social inclinations. Furthermore, I hypothesized that individuals that fell into a younger age bracket would prove to be more socially conscious, and therefore less motivated to purchase sustainably. These individuals, however, were also hypothesized to be more inclined to spend additional money on sustainable clothing, if they deemed this clothing "trendy" or "luxury."

2. METHODS

This study surveyed 252 participants through the use of the Amazon Mechanical Turk (MTurk) software. Demographics of age, orientation, education level, and yearly income were collected from all surveyed subjects. The survey consisted of 30 total questions, including two scales that aimed to measure the ethical and social motivations of participants. These scales, the Moral Attentiveness scale and Social Consciousness scale, were then used for comparative analysis between the resultant scale average and various responses to specific question sets. The survey lasted 10 minutes or less for each participant.

2.1 Procedure and Participants

Before the commencement of this study, I obtained proper documentation and written consent from the Texas A&M Institutional Review Board (IRB) designated to the monitoring of biomedical research and the use of human subjects in that research (Texas A&M University-Corpus Christi, 2022). This approval is required by law under the Food and Drug Administration (FDA) regulations in order to perform human subject research (U.S. Food and Drug Administration, 2019). The IRB group functions as a means to protect the welfare and rights of human subjects. My research compliance approval was granted through the Integrated Research Information System for Research Compliance, an online portal that allows for the submission of compliance paperwork.

2.2 Survey Distribution

An online survey was administered, using the Amazon MTurk Platform. Amazon MTurk is a "crowdsourcing marketplace" that allows businesses and individuals alike to outsource various tasks and working processes to a virtual third-party (Amazon Mechanical Turk, 2022).

These various tasks can include anything from data validation and organization to surveying and content review. This study used the survey participation features of Amazon MTurk to distribute this survey to a wide, and random, array of participants. The crowdsourcing technique used By Amazon MTurk ultimately enabled our study to gain a wider database of participants to poll data from, increasing the validity of our data. The duration of this study was 3 days, and 252 individuals completed the survey, creating the final sample population.

2.3   Survey Construction

This survey was constructed using Qualtrics, an online survey generator that allows businesses to build and distribute surveys, along with generating reports and conducting analysis, without any programming knowledge required of the user (Qualtrics, 2022). These reports were then downloaded and used for statistical inspection. Templates are provided for building surveys, which were used for this study, that included an array of question types, scale points, suggested response choices, and alignments. Qualtrics also gives creators the option to display certain questions after participants answer a previous question in a specific manner, something that was used within this study as well.

2.4   Survey Instruments

This survey used two psychological scales, that measured social and moral motivations relating to sustainable clothing purchasing. One monitoring scale, the Social Consciousness scale, was created for the purposes of this study, while the Moral Attentiveness scale was a preexisting scale used to measure ethical inclination among survey participants. These scales were then used as the independent variables of the data set, created from participant responses. The preexisting scale mentioned, also known as the Moral Attentiveness Scale, is often used in

physiological studies to examine various experiences with ethical dilemmas that the participants may face, associating these dilemmas with a scaled number.

The construct of Moral Attentiveness was investigated by Scott Reynolds in 2008, who aimed to determine the extent to which a person considers morality when making decisions and learning during experiences, especially how this consideration affected behavior thereafter. Through a study he and his colleagues performed, Reynolds was able to create a reliable scale that quantifies moral attentiveness when associated with behavior and moral awareness, now termed the Moral Attentiveness Scale (Reynolds, 2008). This scale has 12 statements on a Likert scale that ranges from 1 to 5, 1 representing a response of "strongly agree," and 5 representing a response of "strongly disagree."

Furthermore, two subscales are found within the Moral Attentiveness Scale. These subscales include the Perceptive Moral Attentiveness and Reflective Moral Attentiveness scales (Mullen et al., 2017). The Perceptive Moral Attentiveness scale aims to measure the degree to which a participant recognizes and observes moral issues when living their daily lives. On the other hand, the Reflective Moral Attentiveness scale aims to measure how often a participant considers and reflects on moral issues within their lives (Reynolds, 2008). Both of these subscales directly examine the constructs set within this study, describing how ethically and morally motivated someone is within their everyday lives.

Items from the Reflective Moral Attentiveness subscale include questions such as, "I like to think about ethics" and "I often reflect on the moral aspects of my decisions," while items from the Perceptive Moral Attentiveness scale included questions like "In a typical day, I face several ethical dilemmas." When averaged together, lower-numbered scores on the Moral Attentiveness scale relate to a higher degree of morality and ethical practice within a

participant's life while lower numbers reflect the contrary, an idea that will be further addressed in the results of this study.

The second scale that was used within this study, was developed for the purposes of this study in particular. This scale, now termed the Social Consciousness scale, aimed to quantify the degree to which individuals recognize how affected they are by society within their everyday lives. This scale has 17 statements on a Likert scale that ranges from 1 to 5, with 1 representing a response of "strongly disagree," and 5 representing a response of "strongly agree." When the responses of participants are averaged, higher numbered scores on the Social Consciousness scale relate to a higher degree of social awareness and societal influence within a participant's life, while higher numbers reflect the contrary. This concept will, like the Moral Attentiveness scores, be investigated further within the results.

These influences of the Social Consciousness scale can be further divided into two subcategories of social consciousness, conscious and unconscious ideas. Conscious statements within this scale were used to target conscious decision-making of participants when influenced by social constructs in their lives. These social constructs include perceived public image, attitude, and behavior, all factors that contribute to conscious social awareness. Items within the conscious subset of this scale include questions such as "I like to keep up with my public image" and "I am motivated by the opinions of others."

Unconscious statements within this scale were used to target unconscious decision-making surrounding social awareness, formed by various experiences and surroundings. These varying experiences can have a positive or negative impact on the social consciousness of an individual, making them more or less inclined to be socially motivated in their everyday lives. Items within the unconsciousness subset of this scale include questions like "I care about other

people" and "I dress according to my own creativity." Questions in this format were used to measure and display a level of "unconscious" on the Social Consciousness scale due to the fact that these self-imposed ideas are often more so subconsciously influenced by an individual's surroundings than they may realize.

Both The Moral Attentiveness and Social Consciousness scales used some questions that were reverse-scored, therefore, the Likert scale used was reversed for these specific contradictory questions. This was achieved by subtracting the value recorded from each participant from six in order to gain the correct value. These corrected values were then used for the data analysis process.

2.5   Survey Content

The remainder of the survey was constructed using questions thought to elicit either an ethically or socially charged response, allowing for relation back to the independent variables of this study. The formulation of this survey was based upon six sets of comparative analysis, each with a hypothesized correlation to the Moral Attentiveness and Social Consciousness scales. These six categories of analysis included clothing costs, clothing knowledge, clothing purchasing, clothing impacts, clothing purpose, and branding opinions, all through a sustainable lens.

Question categories such as clothing industry knowledge and clothing industry impacts were used to determine the extent to which individuals were familiar with the sustainable marketplace. Moral Attentiveness and Social Consciousness were then correlated with sustainable industry knowledge across various clothing brands and the perceived impact of these industries on the environment. A sample of a "sustainable clothing knowledge" based question included in this study is "Do you feel like you are currently aware of how your clothing is being

20

produced?" Additionally, a question that highlights the perceived impacts of the clothing industry as a whole would read: "What do you think the impact of shopping sustainably is on the environment?"

Clothing purchasing patterns and clothing costs were also taken into consideration during this study. It was hypothesized that patterns associated with purchasing sustainable clothing, and how much a person is willing to spend on said clothing, could be positively correlated to Moral Attentiveness and Social Consciousness scores in participants. Samples in this study that pertained to purchasing patterns included questions such as "How often, on average, do you purchase clothing?" and "Do you seek out sustainable clothing options when shopping?"

Finally, opinions surrounding sustainably produced brands and the overall preferred use of clothing were polled from respondents. The positive opinions of sustainable brands were thought to be related to a higher degree of Moral Attentiveness and were included in the study for this reason. A question written to test participant opinion on sustainable clothing brands uses the "agree or disagree with the following statement" function, asking individuals to determine whether "Fashion brands are honest about their use of sustainable goods," and if "All fashion companies should seek out sustainable practice. The tendency of use, on the other hand, was included as a category of this study to investigate how individuals determine the importance of certain factors when purchasing sustainable clothing, whether that is for useability, longevity, style, or popularity. The culmination of all six categories was then used to determine consumer purchasing motivations for sustainable clothing.

3.   RESULTS

3.1   Data Analysis

Data analysis was performed using the IBM SPSS Statistics software. SPSS Statistics, also known as the Statistical Package for the Social Sciences, is a statistical software developed by International Business Machines Corporation for the use of data analysis and investigation. This software offers a "user-friendly interface" and a highly developed set of features to aid companies and individuals in the efficient extraction of statistically significant data from large data sets (IBM, 2022). These advanced features allow for more accurate decision-making and quality conclusions that can then be drawn from the extracted data.

Once all survey responses were collected on the Qualtrics survey system using the Amazon MTurk interface, the results were exported to SPSS. Once exported, the resulting data set was opened and organized within the browser. The data was organized by correcting the portions of both the Moral Attentiveness and Social Consciousness scales that were reverse scored. A reverse scoring disagrees and contradicts the data set as a whole, due to the nature of the question that is reverse scored. For example, The Moral Attentiveness scale provided questions that would display a lower numerical result for those who were more ethically inclined, however, some questions were worded in a way that scored those who were more morally attentive with a higher value instead of lower. The results from these reverse ordered questions were altered by performing a reversal calculation to allow the overall data to remain cohesive. This variable reversal technique was performed on both the Moral Attentiveness and Social Consciousness scales in the same manner. Next, the mean of the items in the Moral Attentiveness scale and the Social Consciousness scale were calculated, using the "transform"

feature, and made into new Moral Attentiveness Average and Social Consciousness Average scores for each participant. These averages served as the independent variables for this study, while the remainder of the data set became the comparative dependent variables.

Once the average values of all independent variables were confirmed, the data was finally analyzed and compared to each dependent variable. This correlation was achieved by computing a bivariate correlation matrix using the "correlation" feature in SPSS. A Pearson Correlation Coefficient scale and a two-tailed test of significance were used in the analysis of this data, and six final data tables were produced with varying levels of correlation between their variables.

3.2   Demographic Results

According to Qualtrics, the demographic results are as follows. Participants fell into varying 5 age ranges, with "early middle-aged" being the highest occurrence. Twelve respondents (4.76%) were between the ages of 18 and 25. However, 102 respondents (40.48%) were recorded between the ages of 26 and 35, and 78 respondents (30.95%) were recorded to be between the ages of 36 and 45. Additionally, 35 respondents (13.89%) were within the age range of 46 to 55, and 25 respondents (9.92%) were over the age of 50. Age range data can be fully seen in Figure 3.1 below. The representation between orientations was fairly synonymous, with 138 men and 113 women recorded, as shown in Figure 3.2.
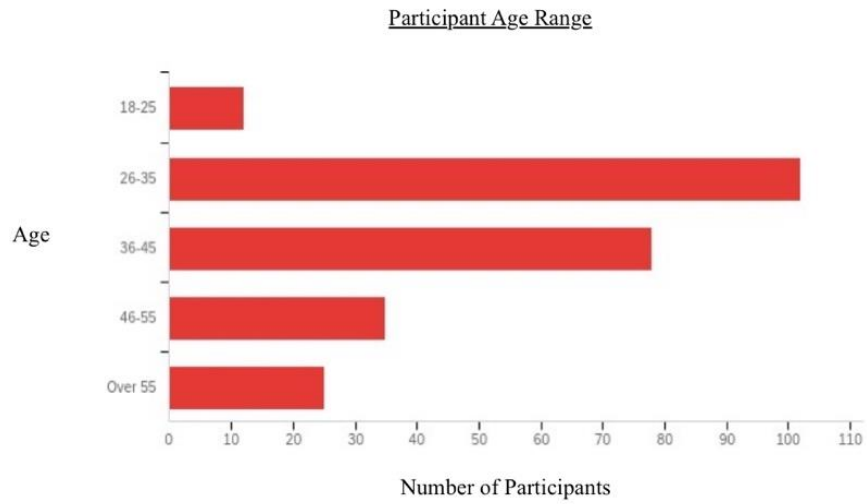
Participant Age Range

Figure 3.1. Participant Age Range
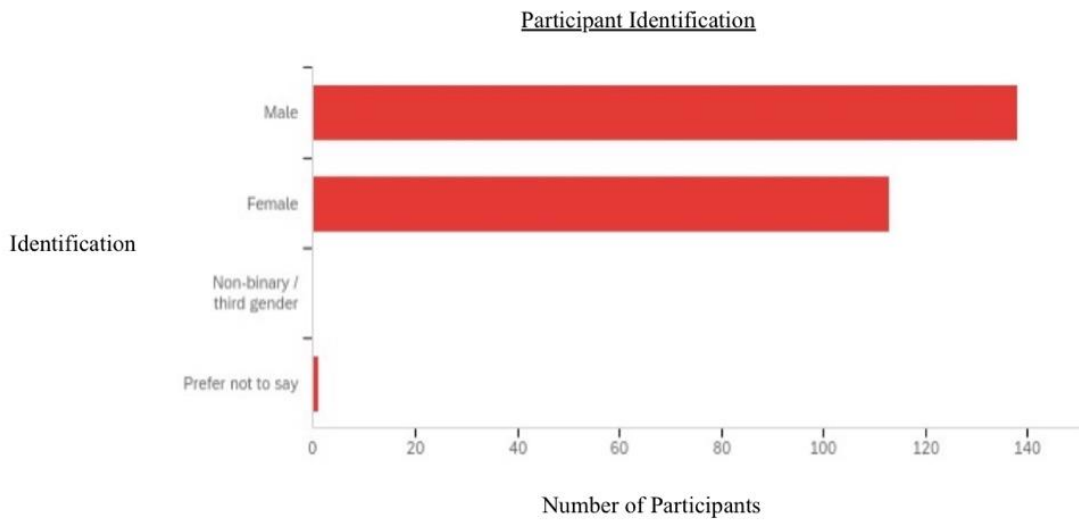

Participant Identification

Figure 3.2. Participant Identification

The education level of participants in this study ranged from *some high school* to a *Doctorat*e. The highest occurrence of education among 252 participants was a *bachelor's degree*, with 119 respondents at 47.22% of the polled population. The next highest education occurrence was *some college* with 58 recorded responses (23.02%), followed by a high school *diploma* with

36 recorded responses (14.29%). A *Master's Degree* was obtained by 35 participants (13.89%), and a Doctorate was obtained by 3 participants, or 1.19% of the total respondents. Only one respondent only completed "some high school." All education levels are demonstrated in Figure 3.3.
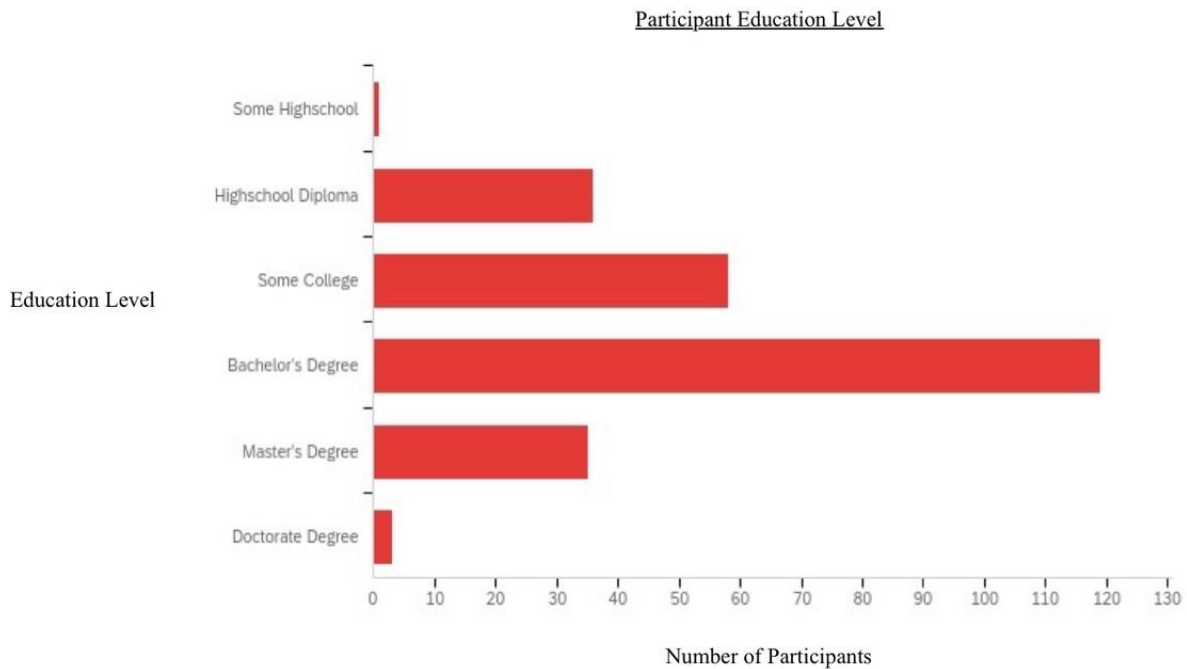

Figure 3.3. Participant Education Level

Finally, the average yearly income level of each individual was explored. The highest incidence occurred from $41,000 to $85,000 annually, with 92 recorded responses or 36.51% of participants. This bracket is closely followed by $10,000 to $40,000 annually, with 82 responses (32.54%). Additionally, the next income brackets with the highest recorded averages included individuals with salaries from $86,000 to $165,000 and "up to $10,0000," with 36 (14.29%) and 33 (13.01%) participants respectively. Only 4 (1.59%) individuals had a recorded income value from $166,000 to $210,000, and 5 participants (1.98%) had salaries that reached above $210,000. Yearly salary results among all participants can be observed in Figure 3.4.
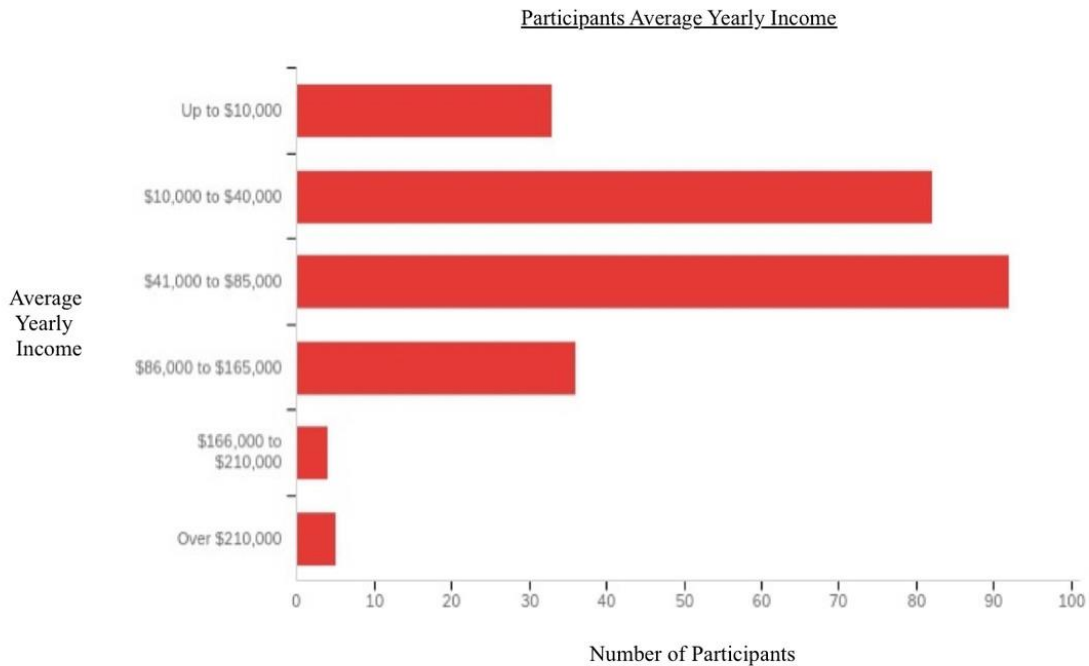
Participants Average Yearly Income

Figure 3.4. Participant Yearly Salary

When comparing demographic results to Social Consciousness scores, participants with a higher Social Consciousness average, and thus a higher social awareness within their everyday lives, were seen to fall into a lower age range. This correlation of a high Social Consciousness to a low age range depicts a young population that is more-so concerned with the social implications of their clothing purchasing tendencies, rather than the moral and ethical implications involved in clothing purchasing.

3.3 Clothing Cost Results

Correlations between clothing costs can be seen within the Social Consciousness averages of some participants. The data shows that participants with a higher Social Consciousness average score also responded with a higher willingness to pay additional money for a sustainable piece of clothing when compared to a non-sustainable item of similar quality

and style. This data demonstrates that consumers with a high Social Consciousness are willing to

spend more money on sustainable clothing options. Furthermore, participants with a higher

Social Consciousness score also believe that the higher pricing of sustainable clothing is

warranted more often than not, demonstrating that this higher price is acceptable and once again

displaying a willingness to spend. Table 3.1 depicts these correlations, along with a few others

relating to clothing costs, below.

Table 3.1. Clothing Cost Correlations

		Willingness to Spend	Expect to Spend	Does Sustainable Clothing Cost More Than Normally Produced Clothing?	Is the Higher Price of Sustainable Clothing Warranted?
Moral Attentiveness Average	Pearson Correlation	-.029	-.051	.009	-.072
	Sig. (2-tailed)	.647	.419	.889	.314
Social Consciousness Average	Pearson Correlation	.192**	.142*	-.058	.265**
	Sig. (2-tailed)	.002	.024	.360	<.001

*Note: **. Correlation is significant at the 0.01 level (2-tailed)*
*   *. Correlation is significant at the 0.05 level (2-tailed)*

3.4   Sustainable Clothing Knowledge Results

Overall knowledge regarding sustainable clothing was shown to be more closely

correlated to participants with a lower Moral Attentiveness average score. A lower Moral

Attentiveness average suggests a higher degree of ethical and moral influence in a participant's

life than the average person. Therefore, individuals with ethical tendencies were shown to feel

greater importance toward the awareness of how their clothing was and is being produced. These

same participants also felt, personally, that they were highly aware of the clothing production processes of the clothing they purchase. Furthermore, those with a low Moral Attentiveness average had a greater knowledge of where to shop for sustainable clothing than other study participants. Finally, ethically motivated individuals felt more confident in their abilities to identify an item that is sustainably produced from one that is not. This data demonstrates the importance of sourcing sustainably within morally attentive individuals. Table 3.2 depicts these correlations, along with a few others relating to sustainable clothing knowledge, below.

Table 3.2. Sustainable Clothing Knowledge Results

		Sustainable Clothing Familiarity	Importance of Clothing Production Knowledge	Knowledge of Where to Shop Sustainably
Moral Attentiveness Average	Pearson Correlation	-.156*	-.234**	-.245**
	Sig. (2-tailed)	.013	<.001	<.001
Social Consciousness Average	Pearson Correlation	.140*	.145*	.230**
	Sig. (2-tailed)	.027	.021	<.001
		Current Awareness of Personal Clothing Production	Ability to Identify Sustainably Produced Clothing	Perceived Quality of Sustainable Clothing
Moral Attentiveness Average	Pearson Correlation	-.167**	-.213**	-.134*
	Sig. (2-tailed)	.008	<.001	.033
Social Consciousness Average	Pearson Correlation	.140*	.129*	.051
	Sig. (2-tailed)	.026	.041	.423

*Note: **. Correlation is significant at the 0.01 level (2-tailed)*
*   *. Correlation is significant at the 0.05 level (2-tailed)*

3.5   Sustainable Clothing Purchasing Results

A higher frequency of clothing purchasing was shown to be attributed to participants with a higher Social Consciousness average. This data demonstrates that socially motivated individuals tend to purchase clothing more often than ethically motivated individuals. However, when participants with a low Moral Attentiveness average shop for clothing, they tend to seek out sustainable options more so than their socially motivated counterparts. This data demonstrates that morally attentive individuals are more concerned about shopping exclusively sustainable. Table 3.3 depicts these correlations, along with one other relating to the purchasing habits of sustainable clothing, below.

Table 3.3. Sustainable Clothing Purchasing Results

		How Much of Purchased Clothing is Sustainable	Seeking Out Sustainable Clothing	Clothing Purchasing Frequency
Moral Attentiveness Average	Pearson Correlation	-.013	-.263**	-.171**
	Sig. (2-tailed)	.835	<.001	.007
Social Consciousness Average	Pearson Correlation	.151*	.186**	.249**
	Sig. (2-tailed)	.017	.003	<.001

*Note: **. Correlation is significant at the 0.01 level (2-tailed)*
*   *. Correlation is significant at the 0.05 level (2-tailed)*

3.6   Sustainable Brand Opinion Results

Participants with low Moral Attentiveness averages demonstrated a higher instance of agreeing with the statement that all fashion brands "should seek out sustainable practices." This response demonstrates the want and need for morally attentive individuals to observe more sustainable representation within the fashion community. On the other hand, individuals with a

higher Social Consciousness average demonstrated more trust in fashion brands, agreeing with the statement that fashion companies are generally honest about their sustainable practices. Table 3.4 depicts these correlations relating to the opinions of sustainable clothing brands below.

Table 3.4. Sustainable Brand Opinion Results

		All Fashion Companies Should Seek Out Sustainable Practices	Are All Fashion Brands Honest About Their Sustainable Practices	Should Fashion Brands be More Open About Sustainable Practices
Moral Attentiveness Average	Pearson Correlation	.156*	-.015	-.116
	Sig. (2-tailed)	.013	.807	.065
Social Consciousness Average	Pearson Correlation	-.035	-.155*	-.155
	Sig. (2-tailed)	.576	.014	.069

Note: **. Correlation is significant at the 0.01 level (2-tailed)
  *. Correlation is significant at the 0.05 level (2-tailed)

3.7 Clothing Industry Impact Results

Low Moral Attentiveness scores were shown to be strongly correlated to the idea that an individual's contribution when shopping sustainably has a significant impact on the environment. Additionally, these same participants also reported that the sustainable clothing market makes a positive impact on the environment and the economy. This data demonstrates that morally attentive individuals believe every effort towards becoming more sustainable has an effect on the ecological success of the planet, even at the individual level. On the other hand, subjects with a high Social Consciousness average responded in agreement with the idea that the general clothing industry has a predominantly social impact on the general public, rather than an environmental or economic impact. Table 3.5 depicts these correlations, along with a few others relating to the impact of the sustainable clothing industry, below.

Table 3.5. Clothing Industry Impact Results

		Does the Individual Shopping Sustainably Impact the Environment	What is the Impact of Shopping Sustainably on the Environment	General Clothing Environmental Impact	General Clothing Social Impact
Moral Attentiveness Average	Pearson Correlation	-.315**	-.144*	-.041	-.023
	Sig. (2-tailed)	<.001	.023	.519	.714
Social Consciousness Average	Pearson Correlation	.022	-.084	-.091	-.126*
	Sig. (2-tailed)	.725	.182	.151	.046
		General Clothing Economic Impact	Sustainable Clothing Environmental Impact	Sustainable Clothing Social Impact	Sustainable Clothing Economic Impact
Moral Attentiveness Average	Pearson Correlation	-.040	.162*	.096	.127*
	Sig. (2-tailed)	.531	.010	.130	.043
Social Consciousness Average	Pearson Correlation	-.049	-.016	-.049	-.097
	Sig. (2-tailed)	.442	.805	.438	.124

Note: **. Correlation is significant at the 0.01 level (2-tailed)
*. Correlation is significant at the 0.05 level (2-tailed)

3.8 Clothing Purchasing Tendencies Results

There are generally four reasons that influence a person to purchase an item of clothing. These reasonings include the usability of the piece, the longevity, the style, and the popularity. When observing the results surrounding purchasing tendencies within the data set, it became clear that those with a high Social Consciousness average were found to consider the aforementioned reasonings to be influential to their clothing buying habits. However, only two of the four reasonings were positively correlated, these being style and popularity. These results indicate that a higher Social Consciousness average is related to a higher consideration of style

31

and popularity when purchasing clothing. Alternatively, a negative correlation was found

between those with a high Social Consciousness average and an influence of usability and

longevity of clothing pieces on purchasing tendencies. This negative correlation indicates that a

higher Social Consciousness average is related to a lower tendency to consider the usability or

longevity of a garment when shopping. Table 3.6 depicts these correlations relating to the

purchasing tendencies of clothing below.

Table 3.6. Clothing Purchasing Tendencies Results

		Useability	Longevity	Style	Popularity
Moral Attentiveness Average	Pearson Correlation	.090	.017	-.018	-.123
	Sig. (2-tailed)	.154	.787	.781	.051
Social Consciousness Average	Pearson Correlation	-.193**	-.243**	.159*	.371**
	Sig. (2-tailed)	.002	<.001	.011	<.001

Note: **. Correlation is significant at the 0.01 level (2-tailed)
    *. Correlation is significant at the 0.05 level (2-tailed)

4.   CONCLUSION

4.1   Moral Attentiveness

Participants that displayed a higher level of ethical motivation within their own lives were demonstrated by a low Moral Attentiveness scale average. These individuals were able to identify sustainable options, locate these sustainable items while shopping, and seek these items out more often than "normally" produced clothing. Furthermore, these participants believed fashion companies should seek out sustainable practices and be more honest about their sustainable approach. Participants with a low Moral Attentiveness score also remain aware of how their clothing is produced and feel it is important to know this production process. An individual's contribution is recognized within this group, as is the environmental impact that sustainable clothing production can have on the environment.

From these results, it can be assumed that people with a high degree of Moral Attentiveness, or low average score, care deeply about the environment and its wellbeing. These participants appreciate the notion of sustainable fashion and recognize its contributions. They do not wear this clothing for its style, but the principle of its creation. These participants, instead, wish to be a small part of something bigger than themselves and participate in an important trend that aims to save the planet.

In order to target this audience, fashion brands need to become more transparent with their clients. Marketing should demonstrate a higher level of detail, guiding consumers through the production process, to showcase the brand and its ethically and morally charged contributions. Furthermore, an emphasis should be placed on the individual, rather than the group as a whole. Since style trends are of lesser importance within this audience, the impact of

purchasing should instead be highlighted. Displaying the significance of purchasing an article of clothing, whether a portion of the proceeds are donated to charity or contribute to an ever-growing sustainable statistic, this group of individuals must be aware of their physical contributions. Finally, a broad range of styles should be available within a sustainable brand that wishes to target morally attentive individuals. This broad range of styles is created to fit all age ranges and styles because this audience is not limited to just one. Brands do not need to follow fashion "trends" in this case, but rather provide fashion staples that are classic and inclusive.

4.2   Social Consciousness

A high Social Consciousness score was attributed to participants with a high level of social influence on decision-making when purchasing sustainable clothing items. These individuals are characterized by younger age and a greater purchasing frequency than their Moral Attentiveness counterparts. Additionally, participants with a high Social Consciousness believe that a higher price is warranted when purchasing sustainable goods and are willing to pay this higher price. Individuals with a higher social motivation are driven by the style and popularity of a clothing item, rather than the useability and longevity, and prefer the impacts of the clothing industry to be mostly within the social realm.

These results demonstrate that people with a high degree of Social Consciousness, or a high average score, care more about the symbolism portrayed by sustainable clothing, rather than its environmental impacts. They wear clothing for its "trendiness" and status symbol, instead of its principle of creation. Participants from this group wish to remain a part of the "in-group," following the latest popularities within the fashion industry. The opinions of others matter deeply to this group, while they remain less concerned with the production process of their clothing and its ecological footprint.

To target this audience, brands must focus on what is currently trending within the fashion industry when producing a line. The target demographic of brands that wish to target socially conscious individuals are young people, from ages 18 to 35. Marketing should be done with an emphasis on style and fashion, with many campaigns run through social media platforms like Instagram and TikTok. Due to style and social image within this group of people, the influencer population, along with relevant pop-culture individuals will work well during promotional productions. Furthermore, the price point can be slightly increased for this audience, as often the price is associated with the quality level for socially motivated individuals. Exclusivity is another large selling point with brands who wish to target consumers with high social consciousness, as the opinions of others are important to them. A specific style should be fine-tuned for a fashion brand in this case, with limited availability, to draw in socially driven young adults.

4.3   Final Thoughts

This research represents the extent to which social and moral justifications are used when purchasing sustainable clothing. Social motivations are typically observed among younger individuals, while moral attentiveness and ethically driven motivations are observed in older and more established individuals. Future research within this field should aim to further explore the correlations between demographics and purchasing tendencies on a deeper level, in order to provide a more extensive knowledge base for companies to use when producing clothing. Clothing brands can then use this information to make more educated production and marketing decisions, eliminating overall product waste and promoting sustainable efforts thereafter.

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APPENDIX: SURVEY QUESTIONS

Motivations for Purchasing Sustainable Clothing Questionnaire

Q1
On a scale of 1-10, with one being the least and 10 being the most, how would you rate your personal interest in the fashion industry?

                                       0   1   2   3   4   5   6   7   8   9   10

Q2
How familiar are you with sustainable clothing?

- ○ 1-Not familiar

- ○ 2

- ○ 3

- ○ 4

- ○ 5- Very familiar

Q3
Please describe your current education on sustainable clothing.

Q4
Is it important to you to know how your clothing is produced?

- ○ 1- Not very important

- ○ 2

- ○ 3

- ○ 4

- ○ 5- Very important

Q5
Do you feel like you are currently aware of how your clothing is being produced?

    ○ Definitely not (1)

    ○ Probably not (2)

    ○ Might or might not (3)

    ○ Probably yes (4)

    ○ Definitely yes (5)

Q6
What kind of impact does the general clothing industry make?

	Positive (1)	No Impact (2)	Negative (3)
Environmental (1)	○	○	○
Social (3)	○	○	○
Economic (6)	○	○	○

Q7
What kind of impact does the sustainable clothing industry make?

	Positive (1)	No Impact (2)	Negative (3)
Environmental (1)	○	○	○
Social (5)	○	○	○
Economic (6)	○	○	○

Q8
How often, on average, do you purchase clothing?

○ Never (1)

○ On occasion (2)

○ Once a month (3)

○ Once a week (4)

○ Every day (5)

Q9
Of the clothing that you purchase, how much of it is produced sustainably?

○ None at all (1)

○ A little (2)

○ A moderate amount (3)

○ A lot (4)

○ A great deal (5)

○ I'm not sure (6)

Q10
Do you know where to shop sustainably for clothing?

○ 1- Not at all

○ 2

○ 3

○ 4

○ 5- Very much

Q11
Do you seek out sustainable clothing options when shopping?

    ○ 1- Not at all

    ○ 2

    ○ 3

    ○ 4

    ○ 5- Very frequently

Q12
How likely are you to be able to identify a clothing item that is produced sustainably from something that is not?

    ○ Extremely unlikely (1)

    ○ Somewhat unlikely (2)

    ○ Neither likely nor unlikely (3)

    ○ Somewhat likely (4)

    ○ Extremely likely (5)

Q13
Agree or disagree with the following statements

	Agree (1)	No opinion (2)	Disagree (3)
All fashion companies should seek out sustainable practices. (1)	○	○	○
Fashion brands are honest about their use of sustainable goods. (2)	○	○	○

Q14
Which of the following clothing brands do you think produces their clothing sustainably?

	Sustainable (1)	Not Sustainable (2)
Adidas (1)	○	○
Patagonia (2)	○	○
Louis Vuitton (3)	○	○
Levi's (4)	○	○
H&M (5)	○	○
Gucci (6)	○	○
Free People (7)	○	○

Q15
The following brands from the last question that produce sustainably are: Adidas, Patagonia, Levi's, and Gucci. Do these results surprise you?

○ 1- Not surprised

○ 2

○ 3

○ 4

○ 5- Very surprised

Q16
Should fashion brands be more open about their sustainable practices?

○ Definitely not (1)

○ Probably not (2)

○ Might or might not (3)

○ Probably yes (4)

○ Definitely yes (5)

Q17
Please agree or disagree with the following statements.

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
In a typical day, I face several ethical dilemmas. (1)	○	○	○	○	○
Often, I have to choose between doing what's right and doing something that's wrong. (2)	○	○	○	○	○
I regularly face decisions that have significant ethical implications. (3)	○	○	○	○	○
My life has been filled with one more predicament after another. (4)	○	○	○	○	○
Many of the decisions that I make have ethical dimensions to them. (5)	○	○	○	○	○
I regularly think about the ethical implications of my decisions. (6)	○	○	○	○	○
I think about the morality of my actions almost every day. (7)	○	○	○	○	○
I rarely face ethical dilemmas. (8)	○	○	○	○	○

I frequently encounter ethical situations. (9)	○	○	○	○	○
I often find myself pondering about ethical issues. (10)	○	○	○	○	○
I often reflect on the moral aspects of my decisions. (11)	○	○	○	○	○
I like to think about ethics. (12)	○	○	○	○	○

Q18
Please agree or disagree with the following statements.

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I am motivated by the opinions of others. (1)	○	○	○	○	○
I want people to be jealous of me. (4)	○	○	○	○	○
I enjoy the attention of others. (5)	○	○	○	○	○
I like to keep up with my public image. (8)	○	○	○	○	○
I typically follow clothing trends. (10)	○	○	○	○	○

I believe that trendy clothing should cost more. (11)	○	○	○	○	○
I believe that the price of clothing equates to its quality. (12)	○	○	○	○	○
When I wear trendy clothing, I feel prestigious. (13)	○	○	○	○	○
When I wear expensive clothing, I feel prestigious. (14)	○	○	○	○	○
Sometimes, I wear specific clothing pieces because I see them on other people. (15)	○	○	○	○	○
I care what other people think of me. (2)	○	○	○	○	○
I care about other people. (6)	○	○	○	○	○
I want people to like me. (3)	○	○	○	○	○

I care about the environment. (7)	○	○	○	○	○
The clothing that I wear does not impact my life at all. (17)	○	○	○	○	○
I dress according to my own creativity. (16)	○	○	○	○	○
The clothing that I wear is part of who I am. (9)	○	○	○	○	○

Q19
What do you think the impact of shopping sustainably is on the environment?

○ 1- Very negative

○ 2

○ 3- No impact

○ 4

○ 5- Very positive

Q20
Do you feel an individual's contribution to shopping sustainably for clothing impacts the environment?

○ Definitely not (1)

○ Probably not (2)

○ Might or might not (3)

○ Probably yes (4)

○ Definitely yes (5)

Q21
Please allocate 100 points to the items below, based on how important they are decision to purchase clothing (must total to 100):

Useability: _____ (1)
Longevity: _____ (2)
Style: _____ (3)
Popularity: _____ (4)
Total: _____

Q22
What do you think the quality of sustainable clothing items are?

○ Terrible (1)

○ Poor (2)

○ Average (3)

○ Good (4)

○ Excellent (5)

Q23
Do you think sustainable clothing costs more than normally produced clothing?

○ No (1)

○ Yes (2)

Q24
Do you believe the higher price of sustainable clothing is warranted?

○ Strongly disagree (1)

○ Somewhat disagree (2)

○ Neither agree nor disagree (3)

○ Somewhat agree (4)

○ Strongly agree (5)

Q25
Suppose that you have two shirts in front of you that you wish to buy. They are of similar style and quality, but you know that one of them is produced sustainably.

-100 -80 -60 -40 -20 0 20 40 60 80 100

How much more would you be willing to spend in USD on the sustainable option?
How much more would you expect to spend in USD on the sustainable option?

Q26
Please describe why you personally would purchase sustainable clothing.

Q27
What age range do you fall into?

○ 18-25 (1)

○ 26-35 (2)

○ 36-45 (3)

○ 46-55 (4)

○ Over 55 (5)

Q28
How do you describe yourself?

○ Male (1)

○ Female (2)

○ Non-binary / third gender (3)

○ Prefer not to say (4)

Q29
What is your average yearly salary?

○ Up to $10,000 (1)

○ $10,000 to $40,000 (2)

○ $41,000 to $85,000 (3)

○ $86,000 to $165,000 (4)

○ $166,000 to $210,000 (5)

○ Over $210,000 (6)

Q30
What is your highest level of education?

○ Some Highschool (1)

○ Highschool Diploma (2)

○ Some College (3)

○ Bachelor's Degree (4)

○ Master's Degree (5)

○ Doctorate Degree (6)