



Eco label and fashion





Labelling fashion market

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The present article discusses how an ethical and environmental labelling system can be implemented in fashion garment markets. Consumers act in markets that provide them with more information than their limited cognitive capacity allows them to handle. Ethical and environmental labelling in markets characterized by change, such as the fashion garment market, makes decision-making even more complicated. The ethical and environmental labelling system proposed here is designed to alleviate firms' administrative burden and give consumers more choice. It proposes that information on ethical and environmentally friendly production should be combined to enable consumers to decide whether they want to contribute an extra sum for the item they purchase in the store, which would then be transferred to the workers or an environmental organization. The beneficiaries – garment workers in developing countries and environmental organizations – would decide what to do with the money. This is a simpler and more direct solution than those suggested by scholars and activists trying to solve the problems of 'sweatshops' and the environmental consequences of the production of fashion garments. It also reduces administration compared with existing systems. At the same time, it can be implemented alongside systems based on strict regulation of production.

Keywords:

Ethics, Fashion, Information, Eco-Labeling, Green Market, Political Consumption

Is the urban Indian consumer ready for clothing with eco-labels?

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India has witnessed rapid strides of development at sustained growth rates of more than 8% and has seen a huge spurt in consumption. Consequently, it has been estimated that the increased consumption may result in the country becoming one of the leading offenders relating to environmental pollution. The textiles industry in India is traditionally one of the worst offenders of pollution, with its small units following outdated technology processes. One opportunity to reduce the environmental impact of clothing industry in India is to concentrate textile production within environmentally certified or eco-labelled clothing. In the absence of existing research, this study investigates whether the urban Indian population would be interested in clothing with eco-labels. The results suggest the existence of a segment of consumers who are positively motivated towards eco-labelled garments. This segment profile is described in terms of demographic and psychographic variables. Managerial implications and future directions are suggested.

Keywords:

India, Eco-Labelled Clothing, Consumers, Willingness to Pay More, Eco Label



Consumer willingness to pay for sustainable apparel: the influence of labelling for fibre origin and production methods

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This study of value-based labelling for apparel products examined consumer willingness to pay (WTP) for three credence attributes of fibre: origin, type and production method. Experimental auctions were conducted with student subjects in Texas and used socks made from cotton and polylactic acid (PLA), a fibre manufactured from corn. The bid results of two rounds were compared. The first round was conducted without information about the credence attributes of the socks. The second round included varying levels of three types of attributes: fibre origin (imported, US and Texas), fibre type (cotton and corn) and production method [conventional, organic and non-genetically modified (GM)]. Tobit regression analysis was performed using the attributes and subject demographics to determine consumer WTP for the various attribute levels and to profile consumers with interest in the attributes. In terms of origin, results show that participants were willing to pay a premium for socks with fibres produced in Texas, but not for those produced in the US. Fibre type mattered, with participants requiring a discount once they learned that socks were made with PLA fibre. The greatest premium (\$1.86) was placed on socks labelled as organic, slightly more than the premium for socks labelled as non-GM. The results also indicate that women were less willing to pay for US fibres than men, and Hispanics were less willing to pay for organic or non-GM fibre production. A key finding of this study is that consumers value information about the local origin of fibres. The premium for organic fibres is not unexpected, given the success of the organic apparel market, but the premium on non-GM fibres suggests that sustainable production systems that are not organic may be successful if they emphasize other attributes such as local or non-GM.

Keywords:

Fibre, Apparel, Local Market, Organic, Genetically Modified

Green spirit: Consumer Empathies for Green Apparel

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The fashion industry has not fully addressed the movement towards sustainability head-on. The purpose of this study was to identify factors influencing environmentally friendly apparel purchase intentions using the theory of planned behaviour as a guide. In this case, environmental knowledge, environmental concern and attitudes towards environmentally friendly apparel purchase behaviour make up the attitude component. In addition to social pressure, we suggest environmental guilt also makes up the dimension of normative influence. Furthermore, the study extends the theory of planned behaviour's idea of perceived behavioural control beyond previous behaviour and convenience, also taking into account willingness to pay. Data were collected from 220 American adults via an online consumer panel. The results show that individual environmental attitudes, environmental concern and knowledge, social pressure to behave in an environmentally friendly manner, environmental guilt, perceived environmental impact, past environmentally friendly apparel purchases, accessibility and cost of environmentally friendly apparel all impact purchase intentions. Furthermore, previous purchases, attitudes towards purchasing environmentally friendly apparel and social pressure are the strongest indicators of future environmentally friendly purchase behaviour. Managerial implications are discussed.

Keywords:

Apparel, Eco, Environmentally Friendly Apparel, Green, Sustainability, Theory of Planned Behaviour



A Theoretical Investigation of Slow Fashion: Sustainable Future of the Apparel Industry

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Environmental sustainability issues become important in the apparel industry. Primary practices involve replacing harmful chemicals with environmentally friendly materials, and reducing amounts of waste and resource consumption through apparel recycling. A more recent sustainable movement in the industry is slow fashion. It is a socially conscious movement that shifts consumers' mindsets from quantity to quality, encouraging people to buy high-quality items less often (Fletcher). Slow fashion encompasses slow production and consumption. Slow production does not exploit natural and human resources to expedite manufacturing speed (Fletcher), and slow consumption entails a longer product lifespan from manufacturing to discarding. Although the slow fashion concept may not be limited only to environmental sustainability, the conceptual distinction between slow fashion and environmentally sustainable fashion remains vague. This may be because academic understanding towards slow fashion is very limited despite the growing interests in slow fashion in practice. The purpose of this study is to explore the dimensions of slow fashion following Churchill's paradigm for measurement development. Through the scale item development measuring consumer orientations to slow fashion, this study attempts to define slow fashion theoretically with underlying dimensions. The initial scale items were generated based on a literature review and an open-ended survey. Then, via two surveys (i.e. with student and non-student samples) in the Southeastern region of the US, the items were purified and validated. As a result, 15 items of five dimensions accounted for slow fashion: equity, authenticity, functionality, localism and exclusivity. The identified five dimensions clearly show that slow fashion is a broader concept than environmental sustainability alone, encompassing (1) caring for producers and local communities for sustainable life (equity and localism); (2) connoting history for sustainable perceived value of the product (authenticity); (3) seeking diversity for the sustainable fashions world (exclusivity); and (4) maximizing product lifespan and efficiency for a sustainable environment (functionality). This study is one of the first attempts to seek underlying dimensions of slow fashion through scale development. This procedure may provide a basis for a theoretical definition of the slow fashion concept. Regarding practical contributions, slow fashion may be useful to foster US domestic apparel manufacturing and local economies. Furthermore, slow fashion may broaden the range of consumers' choices. When combining a young and independent designer's innovative spirit with local resources, slow fashion is likely to lead fashion diversity, beyond being driven by identical fashion trends.

Keywords:

Fashion, Environmental Sustainability, Apparel Marketing, Environmentally Friendly Apparel