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# **CONSUMER'S PURCHASE INTENTION OF ETHICAL FASHION**

**Examining beliefs about fashion industry and attitudes towards  
ethical fashion.**

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in International Business

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# 1 INTRODUCTION

The ever-increasing temptation of cheap and fashionable clothing creates a deep contradiction between consumers' concerns for sustainability and their purchase behavior in the clothing industry (Beard 2015, 449–450). The underlying reasons and the purpose of the study are presented first.

## 1.1 Development of the fashion supply chain and ethical consumer behavior

New ethical fashion brands are emerging and the trend toward ethical fashion is encouraging retailers to take action (Joergens 2006, 360; Shen, Wang, Lo & Shum 2012, 234). Globalization has created more jobs in the developing countries and made inexpensive labor and low production costs more accessible for businesses worldwide. Unfortunately, this has also led to the rise of exploitation of human and natural resources. (Powell & Skarbek 2006, 263; Gupta & Hodges 2012, 216). As Svensson (2009, 259) listed, the two essential themes of supply chain management today are globalization and ethics.

The evolution of supply chain management (SCM) dates back to the 1980's, but it was in the 1990's that companies focused their efforts in reducing their own costs as well as those of their supply chain partners. The pressure to reduce costs pushed many industrial manufacturers to outsourcing. (Simchi-Levi, Kaminsky & Simchi-Levi 2008, 7-9.) Production has been moved mostly to developing countries like China, India, Bangladesh and Sri Lanka (Gupta & Hodges 2012, 217). Textile exports play a significant role in the economy of many these developing countries, for example in Sri Lanka textile exports represents 53 percent of the economy, in Bangladesh 73 percent and in Cambodia 80 percent. (McAspurn 2009, 34.) In total global clothing and textile exports have been valued at \$766 billion in 2013 (World Trade Organisation 2013).

Globalization is one of the causes behind the increased concern for ethics in SCM (Svensson 2009, 259). In addition to the global shift of garment production to developing countries the awareness of ethical issues in fashion supply chains has been raised with the fast development of telecommunications and the internet (Perry 2012, 142). The exploitation of human and natural resources became evident as supply chains evolved (Powell & Skarbek 2006, 266; Perry 2012, 142). The uncovering of several sweatshop scandals in the 1980's and 1990's quickly sparked consumers' interest and this eventually led to the emergence of *ethical fashion* (Shen et al. 2012, 234). Ethical fashion is clothing that is produced according to fair trade principles in sweatshop-free work conditions as well as minimizing the environmental harmfulness of the process (Joergens 2006, 361).

The fashion industry is especially interesting in relation to ethical issues due to its significant global supply chain complexity and the variety of impacts and challenges across the supply chain from raw materials through to design, manufacture, packaging, logistics, consumer use and post-use disposal (Perry & Towers 2012, 480). Even though ethical concerns can be found all along the supply chain the focus of this study will be on the problems at the point-of-origin. This production phase has received increasing attention since garment manufacturing moved to developing countries (Perry 2012, 142). Most commonly named scenarios of wrongdoing during production are labor abuses, more commonly called sweatshop labor, as well as environmental damage (Schwartz 2010, 22-25). These two areas are the focus of this research.

The dynamic fashion market is characterized by short product lifecycles, chronic downward price pressure, high product variety, high volatility and low predictability (Fernie & Sparks 1998, 82; Bruce, Daly & Towers 2004, 151). The intensified global competition and emergence of new forms of retailing (e-retailing) have led to extra pressure on margins, which in turn has forced companies to look for cost savings (Adams 2002, 147). However, consumers today are demanding that fashion supply chain has to be transparent and ethical (Shaw, Hogg, Wilson, Shui & Hassan 2006, 438). As Adams (2002, 148) stated: "The relative autonomy that once existed between retail buyers and their suppliers no longer exists."

Multinationals take their manufacturing operations to countries with low labor costs, high unemployment and poor labor protection (Schwartz 2010, 24). Because of the labor intense nature of the fashion industry as well as manually executed work, labor abuses are especially common (Jones & Williams 2012, 247; Gupta & Hodges 2012, 217). Also other sweatshop issues such as child labor appear most commonly in industries like the garment and shoe industry (Bachman 2000, 31).

The ever lengthening global supply chains have enabled not only the exploitation of human resources but the exploitation of natural resources as well. The current trend for faster and more complex supply chains presents a risk for the ecological footprint of the industry. (Ho & Choi 2012, 162.) Even though today's high-tech production methods have to some extent obliterated the stereotypical picture of environmental degradation (smokestack belching toxic fumes into the air) the new technologies employed still raise some new ethical concerns about environmental protection (Schwartz 2010, 3; 25).

Discharging toxic chemicals such as carbon monoxide and volatile organic compounds into the nature is something garment manufacturers have often been accused of. Also, the rising demand for synthetic fibers used in the manufacturing process of apparel has increased the discharge of the harmful chemicals. Furthermore, more pollution to the ecosystem is caused by chemical fertilizers and pesticides used cultivating cotton. (Shen et al. 2012, 234.)

We are living a period where consumers are increasingly becoming aware that their consumption is integral part of the global political and economic system (Solomon, Balmossy, Askegaard & Hogg 2010, 52). Consumers as voters have increasing influence in a global scale (Blackwell, Miniard & Engel 2001, 10). What started predominantly as green consumerism has gradually been turning into political consumers, consumer activism and ethical consumerism (Solomon et al. 2010, 50; Lang & Gabriel 2005, 51).

In addition to the previously mentioned human rights issues and environmental degradation ethical consumption can focus on to a whole spectrum of issues for example animal welfare or health concerns (Carrigan, Szmigin & Wright 2004, 401). Acts like boycotting unethical products and brands or on the contrary favoring ethical products are ethical consumerism (Smith, Palazzo & Bhattacharya 2010, 622).

In the words of Schwartz (2010, 1): “never before have so many people been able to purchase so much, in such variety, with such ease”. As economic efficiency has developed, products once reachable only to the wealthy are now available to billions worldwide. However, this consumer cornucopia has a dark side that many have never seen or don’t know about. In the 1990’s the clothing line marketed by the television personality Kathy Lee Gifford turned out to be manufactured in grueling sweatshop conditions. In addition, the high-profile case around Nike’s shoe manufacturing shook people up. (Schwartz 2010, 1.)

However, ethical consumer behavior isn’t just a result of individual consumer’s matured awareness (Harrison 2005, 55). Harrison (2005) listed globalization, the rising of transnational corporations, technological change and the shift in the market toward the consumer as few factors influencing to the growth of ethical consumerism.

Despite recent developments in society that have led to the rise of ethical consumerism, labor exploitation and violations are not a new phenomenon. Similar practices were quite common in the nineteenth and twentieth century in western nations in garment and mining industry for example. These conditions eventually improved but usually in direct proportion to the public awareness they received. (Schwartz 2010, 2–3.) Smith et al. (2010, 630) stated that responsible production is more likely to occur in result of responsible consumption. Thus, it is important for companies to take notice of shifting consumer behavior, which often derives from ethical concerns (Shaw & Shiu 2003, 1486).

## **1.2 Purpose of the study**

The fashion industry is going through a change. Newholm and Shaw (2007, 254) listed the increasing amount of alternative products, increased media coverage and better

availability of information as factors previous research has found to have increased ethical consumption. Thus, it appears that ethical consumerism is “back in fashion” (Joergens 2006, 360).

However, it remains questionable whether the majority of consumers would be willing to forgo other criteria in order to purchase the ethically produced alternative (Joergens 2006, 360). Even though ethical clothing still remains a small part of the total market, the industry faces increasing ethical pressure and therefore it is important to examine how companies deal with the environmental and social challenges emerging throughout the supply chain (Pedersen & Gwozdz 2014, 248; Allwood, Laursen, Rodríguez & Bocken 2006, 14).

For the past decade there have been many studies about the ethical dilemmas of supply chains and the effects of ethical issues on consumers. There have also been many studies that focus on the fashion industry. However, the studies in the context of ethical fashion consumption are still ambiguous and more significantly many have failed to understand and consider that consumer’s ethical interests don’t automatically turn into actions. This phenomenon found in many researches is called the “attitude-behavior gap” or the “ethical purchasing gap” (Folkes & Kamins 1999; Machiraju & Sadachar 2014; Niinimäki 2010; Chan & Wong 2012). It refers to the inconsistency between consumers’ positive interest or attitude and their purchasing behavior concerning ethical consumption (Niinimäki 2010, 153; Chan & Wong 2012, 194).

In order to address the attitude-behavior gap this research does not attempt to directly connect consumers’ attitudes to buying. However, buying behavior is still an important research field to focus on since it has direct impact on company’s success. Thus, this research aims to narrow the gap by connecting consumers’ beliefs about the fashion industry to their attitudes towards buying ethical fashion and eventually attitudes to purchase intention. The theory of planned behavior developed by Ajzen (2005, 117) which is designed to link attitudes with behavioral intentions is used. The theory is a universal behavioral model derived from an earlier model which is compatible to measuring almost any human behavior. (Ajzen & Fishbein 1980, 4).

The studies in the field of ethical fashion have mostly been focusing on a single issue like child labor, eco-fashion or fair trade labeling (Chan & Wong 2012, Jones & Williams 2012) or they have bundled ethical issues and analyzed them as one even though there is a wide variety of ethical issues affecting the fashion industry and the consumer. As recognized by Shaw and Clarke (1999, 109) studies that only focus on a single issue fail to consider the complex network of concerns ethical consumers have.

This research concentrates on the two most commonly mentioned ethical dilemmas arising from fashion supply chains and compares their effects on the consumer. These are sweatshop issues relating to working conditions and human rights problems and environmental issues which in turn concentrate on environmental problems. These is-

sues were also key components in many definitions of ethical fashion (Joergens 2006, 361). The aim is to provide information that can help marketing professionals to better understand consumers' insight and purchase intentions. Companies can focus their efforts on factors that most effect consumers purchase intention.

Even though sweatshop issues and environmental issues are addressed here, the purpose of this study is not to examine the actual ethicality or practices in the production of fashion nor consumers' actual knowledge of these matters. The concern is rather what consumer's beliefs of fashion industry are like and how these beliefs affect their attitudes toward buying ethical fashion.

Some of the previous studies have shown that consumers are more concerned about ethical issues relating to working conditions and human rights than environmental issues when shopping (Shen et al. 2012, 242; Shaw & Tomolillo 2004, 149). However, the fashion and lifestyle magazine Vogue has labeled environment as the new trend in fashion (Lundblad & Davies 2016, 149).

The objective of this research is to offer valuable information about determinants behind consumer's behavior to companies. The results of this study can hopefully provide a better understanding of consumers purchase intentions in the field of ethical fashion. By studying the effect of sweatshop and environmental beliefs the aim is to deepen the understanding of consumer's attitude toward buying ethical fashion. Finally, the link between consumer's attitudes and intentions is examined.

To summarize, the research objective is to *examine and compare the effects of beliefs of sweatshop issues and environmental issues on consumer's attitudes of buying ethical fashion and to examine the effect of attitudes toward buying ethical fashion on purchase intentions of ethical fashion.*

Three research questions were formed from the research objective:

- What effect the beliefs of sweatshop issues and environmental issues have on consumer's attitudes towards buying ethical fashion?
- Which influences more on attitudes towards buying ethical fashion, beliefs about sweatshop issues or environmental issues?
- What is the effect consumer's attitude towards buying ethical fashion has on their purchase intention of ethical fashion?

The research is not focusing solely on ethical consumers. The aim is to understand the significance of ethical issues on the average consumer and to be able to differentiate consumer groups based on their ethical orientation. This is important since ethical fashion still remains somewhat a niche market (Shaw et al. 2006, 431–432). As Joergens (2006, 360) stated it remains unclear whether the phenomenon grasps the interest of the mainstream consumers. Also, there are very few studies about ethical fashion focusing on the Finnish consumers. Niinimäki's (2010) survey tackled only eco-clothing consumption and Pedersen and Gwozdz (2014) surveyed Finnish fashion companies instead

of consumers. Deviating from these studies this research adds sweatshop produced fashion into observation and concentrates on consumer's point of view.

Marketing and communications act as a crucial link between the problems at the beginning of the supply chain and consumer decisions (Smith et al. 2010, 618). Now companies are pouring millions of dollars on marketing campaigns to make their brands look more ethical. However, these efforts are more often in vain. There seems to be very little communication between corporate social responsibility (CSR) and marketing departments and little understanding of consumer attitudes. Yet, understanding the consumers' insight is in key role of ethical marketing. (Arnold 2010, 2; 115.) Deciding what information to display is a critical decision since social responsibility programs compete for firm's limited financial resources with other essential marketing operations (Luo & Bhattacharya 2009, 198).

### **1.3 Structure of the study**

The study's structure proceeds from theoretical components to synthesis and further to the actual research and results. The second chapter examines ethical fashion as a concept and limits the research area by examining different definitions surrounding ethical fashion. Sweatshops issues and environmental issues, the two focus areas in this research are also examined more closely. Finally, the concept of corporate socially responsibility is brought to examination. It is relevant to the study of ethically produced fashion since it refers to the principles and actions companies must consider to achieve ethical production and products.

In the third chapter consumer's purchase intention and the factors behind it are examined in more detail. The theory of planned behavior is used for explaining the relationship between beliefs, attitudes and intentions. The special features relating to buying fashion are reviewed and finally the attitude-behavior gap is taken into closer examination.

A synthesis is formed on the basis of previous chapters. The research framework and hypotheses are presented in chapter four. In chapter five the choice of the research method is explained as well as research and the steps to conducting it. The measures and methods chosen are examined and their relevance assessed. Also the validity and reliability of the research are evaluated.

Chapter six presents the findings of the research and some conclusions are drawn on the basis of the results. The hypotheses are tested and either approved or abandoned. Finally, chapter seven concludes and adds to discussion with some practical and managerial implications suggested on the basis of the results of the study. Chapter eight summarizes the whole research.

## 2 ETHICAL FASHION

Ethical fashion is described as the new approach to “fashion with conscience” (Joergens 2006, 361). This chapter will clarify the terms used in the research and explore different dimensions of ethical fashion.

### 2.1 Background and definitions of ethical fashion

The ethical consumer market is growing significantly thus creating the ground for ethical fashion. There are an increasing number of ethical fashion companies such as American Apparel, Gossypium and Edun that are targeting the young mainstream consumers with their fashionable clothing (Joergens 2006, 361).

Harrison (2005, 56-58) has listed different factors that have been connected to the growth of ethical consumerism. The first factor, *globalization of markets*, and its additional effects, such as the weakening of national governments has led to the weakening power to regulate companies’ behavior. Citizens have been trying to intervene in an attempt to enforce “civil regulation”. This can also be evidenced as *the rise of pressure groups* which have increased consumer activism. Communications revolution has enabled these groups to mobilize public support for their cause. (Harrison 2005, 56-57.)

There are also *transnational corporations* which in many cases exceed national governments in financial resources. They often have the power to influence regulating by lobbying. Transnationals also act in a highly competitive global market which leads to the tendency to dismiss responsible solutions and seek for profit maximization, whereas the brands in consumer markets are highly visible and thus vulnerable to consumer protests and campaigns. (Harrison 2005, 56-57.)

Table 1 Consumer’s influence of business (Blackwell et al. 2001, 16).

	Influence of consumers			
	Low			High
	<b>Wholesaler</b>	<b>Manufacturer</b>	<b>Retailer</b>	<b>Consumer</b>
<b>US</b>	1750-1850	1850-WWII	1970-2000	2000+
<b>Europe</b>	1560-1760	1760-WWII	1970-2000	2000+
		Manufacturing orientation	Selling orientation	Marketing orientation
				Comprehensive consumer orientation

As a result of these changes, the power in the markets has *shifted towards the consumer*; a development that had started centuries ago (table 1). First rulers in the supply

chain were wholesalers, then during World War I manufacturing orientation took over and soon after World War II retailers began to take control. Finally, by the 20th century the power had shifted again this time making the consumers the new “boss” in the supply chain. (Blackwell et al. 2001, 16.)

*Technological change* has also driven ethical consumer behavior in ways that are both good and bad. Cloning, genetically modified food and nuclear power are examples that have been seen as threats, but technological changes have also helped the ethical causes. Digital technology has enabled consumers the instant availability of vast information about products and companies. As consumers’ knowledge and power increased *the corporate accountability movement* arises. It is thought to originate from civil rights protests and boycotts in the 1950’s providing the framework for ethical consumer action. (Harrison 2005, 57-59.)

The factors influencing ethical consumerism have also created the need for ethical considerations. Increasing global dispersion of apparel manufacturing has raised concerns about worker exploitation in the lower labor cost countries (Perry 2012, 142).

The trend towards an integrated world economy has stretched supply and distribution lines (Ballou 2004, 15). The apparel industry is one area where globalization has created significant cost reduction opportunities. The production is labor-intensive and the product is relatively lightweight, and is thus cost effective to transport. (Chopra & Meindl 2010, 159-160.) Despite all technological development, at the heart of every supply chain there are human interactions, and where people interact a kaleidoscope of ethical issues emerges (Schlegelmilch & Öberseder 2007, 12). However, it still remains unclear how far along the supply chain liability and responsibility should extend (LeBaron 2014, 238).

Nowadays, ethical issues can be found from top to bottom of the supply chain and concerns can include a wide variety of issues such as environmental, animal, societal and people related (Shaw 2005, 137). Schlegelmilch and Öberseder (2007) focused their research into sorting out the ethical issues within a supply chain (table 2). Starting from the origins of the products, the working conditions and fair wages of the production workers and individual farmers are often questioned (Locke & Romis 2007, 54). The production itself has issues like ecological soundness and infringement of intellectual property rights. Critical debate has also focused on middlemen like export- and import companies or wholesalers and their discriminatory sales and purchase practices. (Schlegelmilch & Öberseder 2007, 12.) Retailers on the other hand have been scrutinized on issues like inept cause-related marketing (Varadarajan & Menon 1988, 69). Finally, consumers are not without blame either. They often abandon ethical hesitation when the price is low enough (Penz, Schlegelmilch & Stöttinger 2009, 81).

Table 2 Key ethical issues in the global supply chains (Schlegelmilch & Öberseder 2007, 19).

	Supply chain channel	Ethical issues
	Producers	<ul style="list-style-type: none"> <li>• Fair wages</li> <li>• Working conditions</li> <li>• Child labour</li> <li>• Fair prices</li> <li>• Ecologically sustainable production</li> <li>• Product safety</li> <li>• Disregard of intellectual property rights</li> <li>• Counterfeit</li> </ul>
	Middlemen	<ul style="list-style-type: none"> <li>• “Fair share” on wealth creation</li> <li>• Fair treatment / relationship to producers</li> <li>• Discriminatory sales policies</li> <li>• Heavy handed purchasing policies</li> <li>• Exclusive territories</li> </ul>
	Retailers	<ul style="list-style-type: none"> <li>• (Truthful) packaging</li> <li>• Misguiding / incomplete labelling</li> <li>• False advertising</li> <li>• Misleading bargain offer</li> <li>• Ethical positioning</li> <li>• Cause related marketing</li> </ul>
	Consumers	<ul style="list-style-type: none"> <li>• Shoplifting</li> <li>• False complaints</li> <li>• Abuse of sales staff</li> <li>• Disregard of copyright</li> <li>• Willingness to buy non-deceptive counterfeits</li> <li>• Importance of ethical and ecological issues</li> </ul>

Schlegelmilch and Öberseder (2007, 14–16) listed some key ethical issues in the early production phase of the supply chain to which this research focuses. These issues were fair wages, working conditions, child labor, fair prices, ecologically sustainable production, product safety, disregard of intellectual property rights and counterfeit as seen in table 2. From these this study will address issues that have caught the attention of the public eye; plight of the Third World production workers and ecological soundness of production. (Schlegelmilch & Öberseder 2007, 12.)

Even after excluding product related issues such as counterfeits and product safety, the terminology surrounding the concept of ethical fashion is still ambiguous and can be confusing. Thus, it is meaningful to examine the extent of terminology and different areas relating to the ethical field of fashion, firstly to avoid confusion and secondly to determine the definition most relevant for this research.

Eco fashion, green fashion and sustainable fashion have all been used to refer to environmentally friendly produced clothing (see Magnussen 2009, ref. Carey & Cervellon 2014; 485–486, Chan & Wong 2012, 195; Ho & Choi 2012; 172). Organic textiles and recycled clothing also fall into this category. Organic clothing means that there was

minimal use of chemicals in the process, thus minimizing harm on the environment (see Magnussen 2009, ref. Carey & Cervellon 2014; 486). Many times green consumption has been classified under ethical consumption (Manchiraju & Sadachar 2014, 357).

Fairtrade, on the other hand, is intended to guarantee fair terms for workers in the developing world and create local sustainability (see Magnussen 2009, ref. Carey & Cervellon 2014; 486). Sweat-free apparel holds many of the same standards as fair trade. The clothing is made in safe factories, within limited working hours and workers are provided with a reasonable living wage (Dirnbach 2008, 239). The contradictory demands of the fashion industry and ethical consumers have also created an opposite for fast fashion; slow fashion. The term does not refer to time but rather to philosophy that incorporates sustainability, social responsibility, regional production and high quality. (Pookulangara & Sephard 2013, 200; Slow Fashion Award 2010.)

Most ethical issues either relate to environment or social injustice. However, also animal rights and treatment have been raised as a topic particularly in the fashion industry. The use of fur and leather has been an ethical concern for many years now, with the more recent treatment of angora rabbits raising concerns amongst ethical consumers. (Shaw & Tomolillo 2004, 144.) The fashion industry is also dealing with ethical concerns of so called fashionable body forms that are accused of causing weight and eating disorders (Jones, Comfort & Hillier 2012, 121). Ultimately, the bare act of purchasing fashion could be seen as unethical since it contradicts with sustainable consumption (Niinimäki 2010, 151).

In this era of globalization, now that people around the world are fighting to achieve equality and sustainability, ethical fashion is seen to fulfill more specific psychological needs beyond its fundamental function of meeting basic physical needs (see Paulin & Hillery 2009, ref. Shen et al. 2012, 235). Joergens (2006, 361) described ethical fashion as clothing that is produced under fair trade principles in sweatshop-free labor conditions, while trying to minimize the environmental harmfulness of the process. This definition emphasizes the two major dimensions of ethical fashion that many companies focus on, complying with fair trade regulations and choosing environmentally sustainable products (Shen et al. 2012, 235; Joergens 2006, 361). Thus, this definition of ethical fashion combining sweatshop issues and environmental issues has been chosen as the focus of the research.

The term 'fashion' can also have various interpretations. It is many times used interchangeably with the term 'clothing'. However, while closely related the terms are arguably different in definition. (Shaw & Tomolillo 2004, 142.) Niinimäki (2010, 153) describes clothing as something that fulfills the physical needs of the consumer and fashion as something that relates to consumer's emotional needs such as expressing individuality and status. Fashion could also be interpreted to only mean high fashion which is the more expensive clothing produced by leading fashion houses. Some consumers may

think they don't buy fashion, they just buy clothing and shoes. This is necessary to note since the terminology used in this research might have created different interpretations in respondents.

In this study the term fashion is used instead of garment, apparel and clothing. It was chosen because the study aims to examine the production of shoes and other accessories as well as textiles and clothing. Even though the public face of fashion often seems to be clothes, the industry also includes footwear and accessories (Jones et al. 2012, 120). Thus, fashion is used as a broad meaning to refer to clothing, shoes and accessories offered by various retailers.

To conclude, ethical fashion refers to the clothes, shoes and other accessories that have been produced in sweat-free conditions whilst minimizing the environmental harmfulness of the process. For the purposes of the research the objective is first to deepen the understanding of sweatshop issues and environmental issues in fashion production.

This study will use the same type of division as Shen et al. (2012) when they divided "ethical business" into two categories: socially responsible business (SRB) and environmentally responsible business (ERB). However instead of SRB, sweatshop issues will describe the socially responsible side of the business and instead of ERB, environmental issues will be used to refer to the environmental impact of the business. These two areas were chosen because they arose as key components in many definitions of ethical fashion (Joergens 2006, 361). Shaw and Tomolillo (2005, 143-144) also bring up sweatshop production and environmental impact as particular relevance in the ethics of fashion industry and textile production.

## **2.2 Ethical dilemmas in fashion production**

### ***2.2.1 Sweatshops issues***

Since the 1990's the concentration in global supply chains has started to shift to human rights issues (Smith et al. 2010, 621). However, already in the 1980's consumer awareness increased rapidly as a result of uncovering sweatshop scandals in companies like Nike, Gap and Levi Strauss (Shen et al. 2012, 234). The recent 2013 collapse of the Rana Plaza garment factory in Bangladesh resulted in more than 1000 casualties. The events reignited the conversation and demand for new labor laws and better government regulation against sweatshops. (Powell 2014, 109.)

Human rights are the standards for treatment all people are entitled to. The Universal Declaration of Human Rights by the United Nations in 1948 is the most widely recog-

nized definition. The reason why human rights standards, originally meant for governments, are now also a worry for many companies is because of their wide spread supply chain to countries whose governments do not follow these standards. (Lee & Carter 2009, 147–148.)

Fashion- and textiles-related companies are often labor intensive and require less-skillful workers (Fan & Lo 2012, 137). Thus, ethical concerns in the fashion industry generally relate to the sweatshop business (Shaw & Tomolillo 2004, 143). There are tens of millions of people working under sweatshop conditions in the global apparel industry (Dirnbach 2008, 237). It has been cited in the media many times that fashion industry uses sweatshops most frequently (Powell & Skarbek 2006, 264).

Sweatshop refers to an employer who exploits workers “by means of low wages, excessive working hours, under-age employees, or other exploitative practices, frequently but not exclusively in developing economies where labor laws and worker’s rights can be less rigorous” (Shaw et al. 2006, 429). The low pay, long hours, poor working conditions and child labor are the most commonly recognized characteristics of a sweatshop (Powell & Skarbek 2006, 263).

Most people judge sweatshops as self-evidently immoral and exploitative as they do not reach even the minimum working standards of the wealthier countries (Snyder 2010, 187; Powell 2014, 109). Despite sweatshops having a very negative image in the public an active debate has been going on in the academic world reasoning for sweatshops. The main argument notes that sweatshop is usually a better option than the alternatives available for the workers. (Powell & Skarbek 2006, 271; Coakley & Kates 2013, 554.) Powell and Skarbek’s (2006, 271) research concluded that most sweatshops provided their workers an above average standard of living in the Third World economies. Thus, sweatshop issues are in some way controversial.

Even though most sweatshops today are located in Third World countries, the history of sweatshops begins from the now developed world. It was during the industrial revolution that the likes of modern sweatshops started to emerge. Back in the 18th and 19th centuries, the working conditions were even worse than today in the Third World countries. The hours were longer, the working conditions were unhealthier and more dangerous because of poor infrastructure and child labor was common. Yet, the same arguments that defend the sweatshops today were true back then. Workers chose this job in search of an income and because of a lack of better alternatives. (Powell 2014, 109–111.)

Even though laws and regulations have been introduced to improve workers’ welfare, Powell (2014, 118) argues that the history shows that laws and regulations had a minor effect on the disappearance of sweatshops. He states that the conditions in the factories actually improved in response to economic growth.

Sweatshop issues are diverse but those included in this research are issues that are most commonly used to characterize sweatshops. These were low wages, poor working conditions, long hours and child labor (Powell & Skarbek 2006, 263; Shaw et al. 2006, 429). In addition to issues mentioned, forced labor was brought up as a sweatshop issue. Schwartz (2010, 22) mentions it as one of the most egregious forms of wrongdoing during production. It is also mentioned by International Labor Organisation (ILO) as one other issue relating to worker's rights (Arnold & Hartman 2003, 444).

Table 3 Sweatshop issues derived from literature

<b>Sweatshop issues</b>	
Low wages	Shaw et al. 2006
Poor working conditions	Powell & Skarbek 2006
Long hours	
Child labor	
Forced labor	Schwartz 2010, Arnold & Hartman 2003

A lot of the research done on sweatshops has focused on the wages of the employees. Economists have noted that the multinational corporations in Third World countries often pay better than the local firms. (Powell & Skarbek 2006, 264.) However, in response, it has to be noted that most clothes are not produced by the multinationals themselves but rather by the firms subcontracted by them (Miller 2003, 101). The low compensation for workers is also a critical distinction since it separates sweatshop work from other demanding, uncomfortable or repetitive work (Schwartz 2010, 24).

Even though child labor is prohibited in many societies, or at least restricted, it is still common practice around the world. Children are in particular risk of exploitation because they don't have the same resources to make an informed decision as adults. (Schwartz 2010, 33-34.) The concern about forced labor and slavery has deepened as globalization has enabled the biggest retail and brand companies to grow beyond borders. The ever lengthening and complex supply chains have increased the risk of slavery. The International Labor Organization has estimated that around 21 million people worldwide are still victims of forced labor. The estimated profits from this illegal exploitation of human labor exceed \$44 billion dollars. The international retail and manufacturing businesses are repeatedly linked to the worst forms of labor exploitation. (LeBaron 2004, 237.)

Sweatshop issues were chosen to be compared with environmental concerns since they have achieved large scale media attention and are a problem found predominantly in the fashion industry (Harrison, Newholm & Shaw 2005, 156). Corporations have tried to pay attention to sweatshop problems, while non-governmental organizations and governments have made an effort to ensure that companies could not exploit work force

anymore. The fair trade system is wide spread with its certificates and labels on international occupational health and safety management systems (OHSMS) and standards have been put into place. (LeBaron 2010, 237; Fan & Lo 2012, 130; Jones & Williams 2012, 249.) Nevertheless, sweatshops continue to exist, especially in the Third World and thus remain an interesting topic for further research.

### **2.2.2 *Environmental issues***

Population growth and resultant economic development have brought environmental issues to consumers' attention (Ballou 2004, 23). In the 1990's, scientists' discoveries about the holes in the ozone layer and increased effects of global warming acted as triggers to consumer concerns (Prothero 1990, 97). While sweatshop issues have raised concerns in garment production, environmental issues have been a great concern in textile productions. The growing worry of environmental impact of production and the impact on workers have made companies realize the potential market for more ecological fabrics and many retailers have created clothing lines made from organic materials. (Shaw & Tomolillo 2004, 144.)

Clothing has a relatively big environmental footprint compared to other products. The impact on the environment however, depends largely on the textiles used. (Chapman 2010, 1; 6.) Washing and drying clothes is a big contributor to the environmental footprint. Fashion also creates a lot of waste, as in the UK on average only 15% of disposed clothing and textiles is reused or recycled. (Allwood et al. 2006, 40, 69.)

Jones et al. (2012, 121) listed a variety of environmental issues in fashion production including energy consumption in the manufacturing, the use of pesticides, particularly in cotton production, water consumption in the growing of cotton and in the bleaching and washing of fabrics, the release of chemicals into water systems following the dyeing and finishing of fabrics and clothes and the disposal of waste during the manufacturing process. These issues are related to broader concepts such as ecological production, polluting and the use of toxic chemicals. Also, in the concept of eco-fashion, the use of organic materials is considered a key element (see Magnussen, ref. Carvey & Carvellon 2014, 486; Chan & Wong 2012, 195). The aspects included as environmental issues in this study are ecological production, pollution, use of toxic chemicals and the use of ecological materials.

Table 4 Environmental issues derived from literature

<b>Environmental issues</b>	
Ecological production	Jones et al. 2012
Polluting	
Use of toxic chemicals	
Use of ecological materials	Magnussen, ref. Carey & Cervellon 2014, Chan & Wong 2012

Cetindamar and Husoy (2007, 166) claim that even though environmentally friendly production may require some investments it will pay back in the end. By adopting environmentally conscious behavior, companies and the society can benefit from the technological innovations it brings (Porter and van der Linde 1995, 120).

Eco-fashion is produced ethically with little or no impact to the environment and it uses eco-labeled or recycled materials (Joergens 2006, 361; Niinimäki 2010, 152). In addition to eco-fashion, sustainable fashion and green fashion amongst other terms are used interchangeably in the existing literature (Carey & Cervellon 2013, 486). Fashion companies are increasingly developing eco-fashion in response to the need for more sustainable consumption. Niinimäki (2010, 153) argues that eco-clothing will remain as niche market unless the ecological clothing is combined with good design and fashion.

Consumers show more commitment to ethical consumption in the food industry than in the fashion industry. The difference between buying organic food and fashion is the fact that food can directly affect consumer's health, whereas fashion has no direct consequences on the buyer's health. (Joergens 2006, 365.) Also, some easily recognizable eco-materials have a certain appearance to them that doesn't appeal to the masses (Niinimäki 2010, 160). In addition to the appearance of the garment, the hand feel, poor quality or uncomfortable materials have discouraged some consumers from buying eco-fashion (Carrigan & Attalla 2001, 571; Joergens 2006, 366; Niinimäki 2010, 160).

Nevertheless, increasingly the interest of eco-fashion and organic clothing grows and several brands from high street to retailer to haute couture provide clothes using organic materials. The key element of organic cotton is that pesticides are not used in fiber production. In a study of eco-fashion consumption consumers stated softness and higher quality of cotton and the support for protection of the environment as reasons for buying eco-fashion. (Ochoa 2010, 122; 127.)

There have been multiple previous studies in the field of eco-fashion consumption (Chan & Wong 2012; Niinimäki 2010; Joergens 2006; Ochoa 2010). This study aims to contribute by comparing the effects of beliefs about environmental issues and sweatshop issues on consumer's attitudes and purchase intentions.

As previously examined, from sweatshop issues working hours, fair wages, workplace safety, child labor and forced labor were particularly listed as the focus. Environ-

mental issues on the other hand included ecological production, ecological materials and pollution. Ethical fashion was defined as fashion produced without sweatshop conditions and with efforts made to reduce environmental impact. Thus, in this research sweatshop issues and environmental issues form the concept of ethical fashion.

### **2.3 Corporate social responsibility in the fashion industry**

Milton Friedman wrote a controversial article in 1970 arguing that companies' sole obligation is to maximize company's profit and shareholders' value (Schwartz 2010, 2). However, as labor abuse scandals and environmental issues have reached the ears of the stakeholders, companies are realizing the need for change. The demands for transparency and accountability have pressured businesses to take corporate social responsibility seriously (Arvidsson 2010, 341). Today's retailers are expected to provide consumers with good value and price but also to act as good citizens (Adams 2002, 147).

Corporate social responsibility (CSR) is discussed here because it closely relates to the ethical issues in the fashion industry. It entails the means companies have to deal with these issues. There are multiple definitions for the concept of corporate social responsibility (Dahlsrud 2008, 1–2). The most comprehensive definition of CSR includes all aspects of responsibility; namely financial, environmental and social responsibility (Rohweder 2004, 77). Angelidis and Ibrahim (1993, ref Lii, Wu & Ding 2011, 16) specify that corporate social responsibility is acts that go beyond the requirements of the law.

The growing attention CSR has received has not prevented a series of scandals that businesses in growing financial and economic crisis have faced (Solomon et al. 2010, 53). Consumers awareness of the severity of ethical issues has increased as a result of the negative media publicity on sweatshop issues (Phau, Teah & Chuah 2015, 171). Instead of being reactive many companies have now taken a more proactive stance for CSR (Lee & Carter 2009, 160). As Singh, Iglesias and Batista-Foguet (2012, 541–542) stated: “Given the increasing influence of ethical issues on consumer behavior, companies are more concerned about promoting corporate responsibility because such behavior might have an impact on their profit and loss account.”

The fashion industry is infamous for its complex supply chains and large environmental impacts as well as poor labor conditions in supplier factories (Allwood et al. 2006, 1; Pedersen & Gwozdz 2014, 246). Fashion goods also have a relatively short life span and thus the industry is generally characterized by the need to respond to tight production and distribution schedules (Jones et al. 2012, 120). As a result, the fashion industry has reportedly had increase in CSR activities (Allwood et al. 2006, 62).

When making an argument to promote CSR activities Singh et al. (2012, 547) found that if consumers perceive the brand as ethical it has a positive influence on product brand loyalty and can therefore aid customer retention, secure future purchases, and foster recommendations. In consumer's perspective, the scandals relating to occupational health and safety issues damage a company's brand value (Fan & Lo 2012, 129). Corporate codes of conduct are the most commonly used tool to express company's commitment to socially responsible activities (Kolk & Van Tulder 2002, 1).

Consumers who consider corporate social responsibility of companies as important also believe their buying decisions affect the company's behavior (Mohr, Webb & Harris 2001, 66). Mohr et al. (2001, 52) also found that information on CSR can have a significant impact on behavioral intentions. By themselves, codes of conduct, public procurement, responsible leadership training and education, non-governmental organizations (NGO) activism and ethical consumerism may not be able to transform business practices, but collectively these efforts can highlight the social and environmental issues and raise awareness and increase CSR (Pedersen & Gwozdz 2014, 259).

### **3 THE INTENTION TO PURCHASE ETHICAL FASHION**

Since increasing number of consumers are becoming alerted to ethical and environmental issues it is necessary to establish their views of the fashion industry and examine decision-making in regard to purchasing ethical fashion (Shaw & Tomolillo 2004, 144). This chapter introduces theory of planned behavior and examines consumer's purchase intention of ethical fashion in more detail.

#### **3.1 Buying fashion and consumer's ethical criteria**

It is evident that ethical consumer market is growing significantly at the moment (Shaw & Tomolillo 2004, 144). The growing media coverage and rising awareness of environmental and ethical issues make people feel like they should be doing more conscious choices (Arnold 2010, 86).

Ethical consumer behavior can manifest itself for example as boycotting unethical products or brands or as positive buying (Schwartz 2010, 104). Positive buying refers to favoring products or brands produced and marketed ethically (Smith et al. 2010, 622). A key component in embracing ethical purchase behavior is the belief that an individual consumer can make a difference (Schwartz 2010, 89).

However, fashion consumers are reluctant in adopting ethical criteria when purchasing clothing. The primary concerns are their wardrobe needs and personal style. (Joergens 2006, 364.) Even when consumers claim they are not interested in fashion, they are concerned with the apparel's fashionable appearance. Clothes are not just fulfilling functional aspects but have symbolic value as well. (Shaw & Tomolillo 2004, 146.) Niinimäki (2010, 153) stated that fashion goes beyond satisfying the physical needs and answers also to the emotional needs.

In fashion consumption the most important factors influencing consumer's purchase behavior are price, quality of the product and style (Gupta and Hodges 2012, 223; Iwanow, McEachern & Jeffrey 2005, 382). Personal motives seem to be a bigger motivation to consumers in fashion purchasing than societal issues like child labor or other unethical production practices (Iwanow et al. 2005, 383). While consumers place value on ethical criteria in their purchase decision making they are often not willing to sacrifice some more traditional criteria such as fashion and availability (Shaw et al. 2006, 431). Folkes and Kamins (1999, 257) found that ethical behavior does not compensate for product's poor quality. Phau et al. (2014, 181) state that purchase decisions of apparel produced in sweatshop primarily depends on person's moral integrity and product attributes. However, the moral standards by which the companies act upon and the means by which products are produced influence on consumers' attitudes. Researchers

have found that consumers' attitudes are more affected by firm's unethical rather than ethical behavior. (Folkes & Kamins 1999, 244–245.)

Dickson (2000) found in his study of socially responsible apparel business that consumers were not that knowledgeable about fashion industry. He also concluded that the greater the knowledge of fashion industry, the greater the concern for workers. Hustvedt and Dickson (2009, 50) suggest that consumers do not have enough information about the production conditions of organic apparel. The lack of knowledge could therefore be a factor influencing on consumer's concerns and attitudes. Phau et al. (2014, 180) also noted that the more aware consumers were about the negative impacts of sweatshops the more reluctant they were to purchase a product related to those conditions. Also Schwartz (2010, 70) states that awareness is critical in creating an ethical consumer. Thus, understanding the ethical dimension of the product arguably affects consumer's purchase choice.

Often consumers make emotional decisions based on perceptions rather than real information. This is especially true in environmental and ethical issues since consumers are often poorly informed. Companies need to understand that consumers are not always rational decision makers. Especially in the field of marketing and ethics it is crucial to acknowledge the difference between emotional and rational purchasing decision. (Arnold 2010, 86-87.)

As regulating multinationals becomes gradually harder for governments, and power in the market shifts towards the consumers, a question rises: should the consumer take some responsibility for unethical practices? (Schwartz 2010, 3.) However, consumer responsibility for ethicality in business is not easily determined.

There are some complex moral and causal relations involved in the manufacturing processes and other phases of the supply chain. For example, many of the wrongdoings take place thousands of miles away, many times in a completely different continent from where consumers live. The long distance may make consumers feel less moral obligation towards unethical practices. In previous studies, psychological distance has been found to have an influence on people's decision-making and behavior. Lii et al. (2011, 16) found that a lack of connection between a consumer and a company weakened consumer's evaluation. However, it is unclear that distance would even be morally relevant, let alone exculpatory (Schwartz 2010, 4).

Psychological and physical distance are important factors to consumer's evaluation and may thus affect also beliefs and attitudes. However, focus of this research is to better understand how beliefs and attitudes reflect on behavioral intention. This is why the theory of planned behavior is used in creating a framework for this study.

### 3.2 Theory of planned behavior

Since consumer's buying behavior has a significant influence on company's performance it is essential to strive to understand it. This study aims to contribute by understanding the purchase intentions of ethical fashion as well as examining the beliefs and attitudes behind the intention. Based on the theory of planned behavior (TPB), by determining purchase intentions, actual purchase behavior can be determined (Ajzen 2005, 119).

The theory of planned behavior has been used in many previous studies about consumer behavior and ethical fashion, thus it sets up the framework for this research as well (Dickson 2000; Shen et al. 2012; Phau et al. 2015). The theory of planned behavior was developed by Ajzen to provide an explanation for behavior and link it with attitudes, intentions, subjective norm and perceived behavioral control. It is well established and widely applied behavioral model. The theory explains attitude-behavior relationship and bases on the assumption that behavior is a direct consequence of individual's intention to behave in a certain way. (Shaw 2005, 138.)

Ajzen's aim was to understand behavior and see the reasons behind it rather than just being able to predict people's behavior based on intentions. The theory of planned behavior is an extension to a previous model, the theory of reasoned action. Both theories are based on the assumption that individuals behave in a rational manner. Thus, it is claimed that the most important direct determinant of action is the intention to perform the action in question. According to the theory of planned behavior, intention (and thus behavior) are the result of three basic determinants; personal factor, social pressure and issues of control. (Ajzen 2005, 117.)

The personal factor is attitude toward the behavior, social pressure is subjective norm and issues of control refer to perceived behavioral control as seen in Figure 1. Underlying all three components of behavioral intention are beliefs (Shaw 2005, 138).

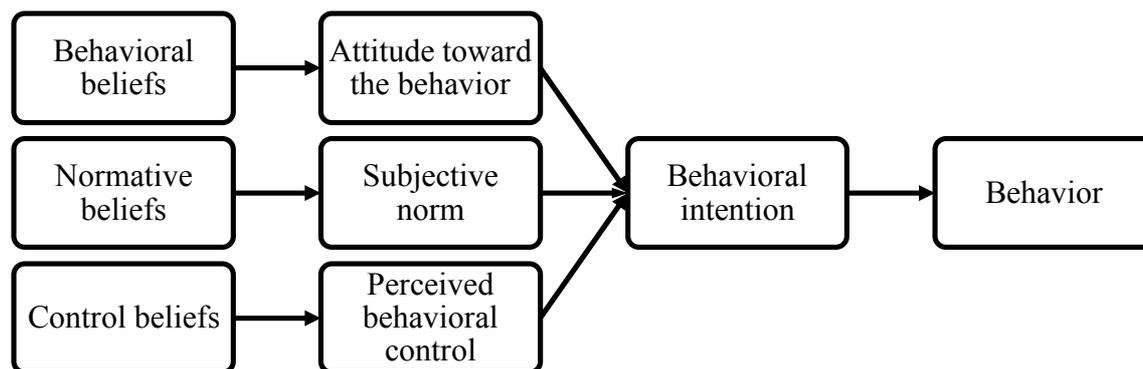


Figure 1 The theory of planned behavior (Shaw 2005, 139).

Ajzen believed that attitude toward performing the behavior is a sum of individual's beliefs and their evaluation of them (Shaw 2005, 138). Ajzen and Fishbein (1980, 7) termed the beliefs behind attitude toward behavior *behavioral beliefs*. They stated that an individual who believes that performing the behavior will lead to positive outcomes will also hold favorable attitudes toward that behavior. The beliefs underlying subjective norm are called *normative beliefs*. Normative beliefs describe whether a person believes specific people approve or disapprove performing the behavior in question. Lastly, *control beliefs* act as antecedents to perceived behavioral control. They lead to the perception of having or not having the capacity to perform the behavior. (Ajzen 2005, 124–125.)

The personal factor effecting to intentions is individual's *attitude toward the behavior*. The concept of attitude has been in the center social psychology studies for decades already. Attitude toward behavior differs from more general attitude toward objects or people. It describes person's positive or negative evaluation of performing a particular behavior. (Ajzen 2005, 118.) In practice this means whether the person is in favor or against of performing the behavior. The more favorable person's attitude toward the behavior is, the stronger the intention to perform the behavior is. (Ajzen & Fishbein 1980, 613.)

The theory of reasoned action and the theory of planned behavior have challenged the previous assumption that individual's attitude toward a target would determine how they behave toward that target. For example, the assumption that person's attitudes toward ethical fashion would determine their purchase behavior of ethical fashion is considered inadequate. The emphasis should be on attitude toward the behavior not the target. (Ajzen & Fishbein 1980, 8.) Thus in this case the focus lies in the attitudes toward *buying* ethical fashion.

The second determinant behind behavioral intentions according to Ajzen is the social pressures person perceives to perform or not to perform the particular behavior. This factor is called *subjective norm*. The factor does not count the actual pressure person receives, hence the term subjective. Thus, it might not even reflect how people think a person should behave. More specifically subjective norm refers to social pressure perceived from most people who are important to the person. The definition of “norm” refers to socially agreed upon rules whereas subjective norm is more restricted to perceived pressure from important others concerning a specific behavior. An example relating to this research would be whether a person feels pressure from relatives or friends to buy ethical fashion. According to the theory of planned behavior the more a person assumes that those important to them think they should perform the behavior the more they will intend to behave so. (Ajzen & Fishbein 1980, 57.)

The third factor which was added to the original theory of reasoned action and generated the theory of planned behavior is *perceived behavioral control*. This factor means that an individual feels that they have the ability and opportunity to perform the behavior. Important to notice is that perceived behavioral control does not deal with the actual control the individual has on the given situation. However, depending on how well the perceived behavioral control corresponds to real control, this factor can provide some valuable information. Whereas intention for the most part reflects the willingness to perform a certain behavior, the perceived control can add some realistic constraints into the evaluation. (Ajzen 2005, 118-119.)

The perceived behavioral control is also believed to have motivational influence on intention. If a person believes they don't have the means or the opportunity to perform a behavior they are unlikely to form strong intention towards it even if they would have positive attitudes toward the behavior and would perceive that important people supported the behavior. Ajzen thought that perceived behavioral control and intention have a link that is not mediated by the two other factors, attitudes or subjective norm. He has also suggested that there is possibly a direct link between perceived behavioral control and behavior when the perceived control closes to the actual control. (Ajzen 2005, 119.)

Ajzen and Fishbein (1980, 82) also recognized that there are external variables influencing intention in addition to attitude, subjective norm and behavioral control. It is important to acknowledge that the examinee factor is not the sole explanation to the changes. However, limiting the research in order to filter the effects of one variable is often meaningful. From the three components that form the basis for behavioral intention this study focuses on attitudes.

### 3.3 Factors influencing purchase behavior of ethical fashion

#### 3.3.1 *Beliefs about sweatshop and environmental issues*

The beliefs of a person serve as an informational basis which ultimately determines person's attitudes, intentions and behaviors. Beliefs can be viewed as fundamental building blocks of human's conceptual structure. (Fishbein & Ajzen 1975, 14).

Fishbein and Ajzen (1975, 131) define belief as person's subjective judgment concerning some aspect of themselves or their environment. Beliefs can be formed through direct observation or from the basis of previous observation or inference. Beliefs that are formed on the basis of a direct observation are called descriptive beliefs. Descriptive beliefs formed through direct experience with a given object are considered more certain than inferential beliefs that often derive from descriptive beliefs. (Fishbein & Ajzen 1975, 132.)

In order to fully understand attitudes toward the behavior, individual's beliefs were also examined. Researchers have also identified other factors influencing the formation of attitudes in addition to beliefs. Dickson (2000) listed values, knowledge and personal characteristics along with beliefs as the base for attitudes. Again, this study limits the scope of research and studies only the effect of beliefs on attitudes.

Dickson (2000, 26) reported that the more negative consumers' beliefs and perceived knowledge of foreign fashion industry were, the more supportive the consumers were of socially responsible business. Shen et al. (2012, 240) also found in their study that consumer's beliefs of the fashion industry influenced their support to socially and environmentally responsible business. They also stated that consumers who have adequate knowledge of the fashion industry are more willing to purchase from companies employing ethical practices. Previous research has suggested that increasing awareness influences consumer's attitudes towards ethical issues (Phau et al. 2014, 180).

As beliefs link attributes to an object, an attitude is formed by the function of evaluating these attributes (Fishbein & Ajzen 1975, 216). For example, if child labor (attribute) is linked to apparel production (object) the attitude is formed on the basis of how person evaluates child labor. However, people often have both negative and positive beliefs about an object. Attitude is formed on the basis of the set of beliefs person has towards that object, the total affect, not necessarily based on a specific belief. (Fishbein & Ajzen 1975, 14.)

On the basis of this theoretical framework this study modified the research of Dickson (2000) and Shen et al. (2012) where they examined people's beliefs about the fashion industry and divided the area into beliefs about sweatshop issues and environmental issues.

Both Shen et al. (2012) and Dickson (2000) found that beliefs about the fashion industry influenced consumer's support for socially and environmentally responsible business. The more negative beliefs about the industry were the more supportive consumers were to responsible business practices. In stead of connecting beliefs to *support* the aim is to connect them to *attitudes* of buying ethical fashion.

Thus, hypotheses one and two are formed:

*H1: The more negative consumer's beliefs of sweatshop issues are the more positive attitudes they have towards buying ethical fashion.*

*H2: The more negative consumer's beliefs of environmental issues are the more positive attitudes they have towards buying ethical fashion.*

Another research purpose is to understand whether the two categories have different influences on attitudes. Previous research has shown that in the question people versus planet, consumers most commonly choose people (Shaw & Tomolillo 2004; Shen et al. 2012). In order to understand consumers one must first understand the psychology of behavior. One factor explaining the difference could be the geographic of needs (figure 2). A consumer starts with herself then moves to family then to community and the planet comes last. (Arnold 2010, 95-97.) This would indicate that people issues such as sweatshop issues take priority over needs concerning the planet, in this case environmental issues.

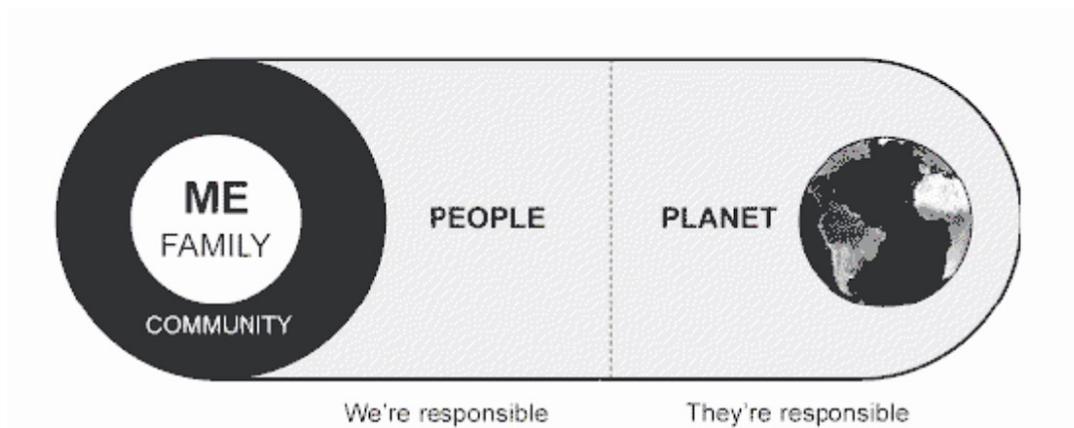


Figure 2 Geography of needs (Arnolds 2010, 96).

Consumers are drawn towards people issues but this doesn't mean they are completely indifferent about environmental issues. Consumers are aware of the environmental impact production and the current consumption pattern have (Niinimäki 2010, 151). In fact, eco-consciousness has been on the rise already since the 1980s. People are expanding their lifestyle choices from organic foods to organic clothing. Also the visibility of eco-fashion is rising in mainstream fashion media (Vogue, Elle, Vanity Fair) which in-

dicates that it might be gaining commercial appeal after all. (Ochoa 2010, 120; The independent 2006.) To compare the issues, the third hypothesis is divided into two parts:

*H3a: Sweatshop issues have greater influence on consumer's attitudes towards buying ethical fashion than environmental issues.*

*H3b: Environmental issues have greater influence on consumer's attitudes towards buying ethical fashion than sweatshop issues.*

### **3.3.2 Attitude towards buying ethical fashion**

There is a conceptual ambiguity around the term attitude but Fishbein and Ajzen (1975, 6) use a description that most researchers agree upon: “an attitude can be described as a learned disposition to respond in a consistently favorable or unfavorable manner with respect to a given object”. There is also a widespread consensus that a key characteristic that distinguishes an attitude from other concepts is its affective or evaluative nature. The concept of attitude refers to the amount of affect for or against an object. Thus, attitude should be measured by using a bipolar affective dimension. (Fishbein & Ajzen 1975, 11.)

Attitudes are assumed to guide or influence behavior. Previous research has studied the relationship between attitudes and intentions a great deal. It has been concluded that attitude toward an object has a relation to the total behavioral pattern related to that object rather than to a specific behavior. Attitude is viewed as a general predisposition and thus it leads to a set of intentions. (Fishbein & Ajzen 1975, 14; 289.)

Although attitudes correlate well with a set of intentions and the favorability related to them, the correlation between an attitude and a single intention is usually nonsignificant (Fishbein & Ajzen 1975, 291). Ajzen and Fishbein (1980, 57) noted that it is important when measuring intention with attitude that they correspond each other. Attitude must correspond with the intention in action, target, context and time dimensions (Fishbein & Ajzen 1975, 292).

There have been many studies concerned with the effects of attitudes toward sweatshops or ethical fashion but quite few that focus on attitudes toward buying ethical fashion which this research attempts to do. Even though general attitudes indicate favorableness towards ethical fashion, previous studies have found many possible influences that may interfere with having a positive attitude toward buying ethically produced fashion.

In his research Joergens (2006, 370) concluded that fashion consumers weren't that effected by ethical issues. They were more concerned about their personal fashion needs. Consumers seem to prioritize individualism and self-expression and cheap price over ethical issues in fashion consumption (Sudbury & Böltner 2011, 163). Also Machi-

raju and Sadachar (2014, 369) concluded that personal values such as self-enhancement influenced consumers' engagement to ethical fashion consumption. McNeill & Moore (2015, 220) found that there was a significant relationship between the perception of fashion as functional or self-representing, the influence of peer groups and the knowledge about the fashion product as they studied the link between attitudes and behavior.

However, Phau et al. (2015, 181) used Ajzen's TPB and found that attitude toward purchasing behavior of products made in sweatshops had an influence on purchase intention of fashion apparel produced in sweatshops which supports the theory. TPB is well established and widely applied behavioral model which states that attitudes are antecedents of intentions, particularly attitudes towards a certain behavior. (Shaw 2005, 138; Ajzen 2005, 118).

On the basis of the theory of planned behavior the final hypothesis is formed:

*H4: Positive attitudes towards buying ethical fashion increase consumer's purchase intention of ethical fashion.*

### **3.3.3 Intention of buying ethical fashion**

Intention is defined as a person's subjective probability in relation to himself and some action and thus behavioral intention is the subjective probability of person's will to perform some behavior. A specific behavior is seen to be determined by an intention to perform that behavior. (Fishbein & Ajzen 1975, 288.)

Behavioral intention involves four elements; the behavior, the target object of the behavior, the situation in which the behavior is performed and the time. The strongest relation between attitude and intention can be expected when intention examined is at global level, the most general level which describes intention to exhibit favorableness or unfavorableness behavior with respect to an object. The more specific the intention becomes the more unclear its relationship with an attitude becomes. (Fishbein & Ajzen 1975, 293–298.)

The magnitude of intention-behavior relationship can be influenced by many factors and the predictive value of intention depends on measuring both intention and behavior on the same level of specificity. The measurement must also happen within a timeline where the intention has not changed before measuring the behavior. Some of the variation in the intention-behavior relationship can be caused by measuring errors. It is a difficult area to research and requires some resources. (Fishbein & Ajzen 1975, 372.)

The intention to buy ethical fashion is presumably increasing since ethical fashion market is growing. This is the result of the developments in global markets but also of consumers' matured awareness which has aroused their concerns. (Carrigan et al. 2004;

Shen et al 2012.) Although consumers express interest to ethical consumption their actions do not reciprocate (Szmigin, Carrigan & McEachern 2009, 225). This paradox has been the interest of many researchers and is addressed next.

### 3.4 Attitude-behavior gap

Many actors in the fashion industry are attempting to change the unsustainable nature prevailing as a result of the demand for fast fashion and increasing profit margins. However, the change will only be feasible in long term if consumers show support by purchasing sustainable products. (McNeill & Moore 2015, 212.)

Though consumer behavior has been studied extensively even in the ethical context many researchers have stumbled to the same problem. Many studies have attempted to explain the contradiction between the rise in ethical attitudes and lack of ethical purchasing (Newholm 2005, 107). What consumers say does not seem to convert into what they do. Where studies have indicated great percentages of ethical beliefs and attitudes among consumers, ethical purchases have not corresponded these figures. This phenomenon is called the attitude-behavior gap. (Carrigan & Attala 2001, 566.)

The attitude-behavior gap is explored in order to find out why 30 % of those who are perceived to be ethically oriented fail to engage in ethical purchasing behavior (Davies, Lee & Ahonkhai 2012, 38). The support and positive mindset towards ethical fashion is of course a good thing but without converting those into purchases ethical fashion will remain a niche market (Shaw et al. 2006, 439).

Consumers have a tendency to express themselves with fashion within the boundaries of social norms (Thompson & Haytko 1997, 35). The desire to construct identity with fashion means that the aim of being “fashionable” often outweighs the ethical and sustainable drivers (McNeill & Moore 2015, 212).

Shaw et al. (2006, 431) state that the reluctance to buy might partly derive from the dominant position the more traditional product choice criteria, such as fashion and availability, still hold in fashion purchases. These remain important features and the ethical fashion market might not adequately fulfill these criteria. Davies et al. (2012, 47) also listed that the lack of product information, quality and price factors and the lack of availability are hampering the adoption of ethical products. If cheap price and good fit of the garment are the primary criteria for the consumer, ethical fashion doesn't seem to have value (Davies et al. 2012, 45). Phau et al. (2014, 171) also argued that people are more comfortable staying in their comfort zone rather than taking action.

Davies et al. (2012, 38–39) divide the literature about attitude-behavior gap caused by research error into two possible sources of inconsistency; research error and barriers to cognitive decision-making. Research error refers to social desirability bias when re-

spondents aim to give socially acceptable answers, and to selection bias when the research sample is composed of more ethical consumers and is unrepresentative of the population. Social desirability bias has often been suspected to account for some of the inconsistency between attitudes and behavior but it is not believed to be the only factor causing attitude-behavior gap (Worcester & Dawkins 2005, 197).

Ajzen and Fishbein (1980, 27) emphasized that in order to accurately predict a person's behavior from an attitude one must examine the attitude toward the behavior. Attitudes toward the object can only give general patterns of behavior and are not sufficient in predicting a particular behavior. Studying attitudes towards objects not behavior can create the attitude-behavior gap. Also, it must be taken into account that in the end, attitude remains only one of the components influencing behavior. (Ajzen & Fishbein 1980, 26.)

### **3.5 Research framework and hypotheses**

By using Ajzen's theory of planned behavior (TPB) as the basis for the framework of this study (figure 3) the assumption is that attitudes are formed from beliefs and attitudes have a direct relationship with behavioral intentions.

This research is focused on studying the impact of attitudes on intention and limits out the two other factors, subjective norm and perceived behavioral control. The TPB assumes that the relative importance of the three factors depends on the particular intention. The relative weight of each factor can also vary from person to person. (Ajzen 2005, 118.) Thus, by limiting this study to only attitudes the importance of subjective norm and perceived behavioral control is not denied but rather the goal is to determine what is the relevance of attitudes in this situation.

Based on TPB and previous research it is believed that sweatshop beliefs and environmental beliefs have an impact on attitudes toward buying ethical fashion. The research aims to contribute to the existing knowledge by comparing the influence of sweatshop issues and environmental issues. Thus, the beliefs people have on the issues are examined and their effects on attitudes are compared. Finally, the relationship between attitudes towards buying ethical fashion and purchase intentions of ethical fashion is examined.

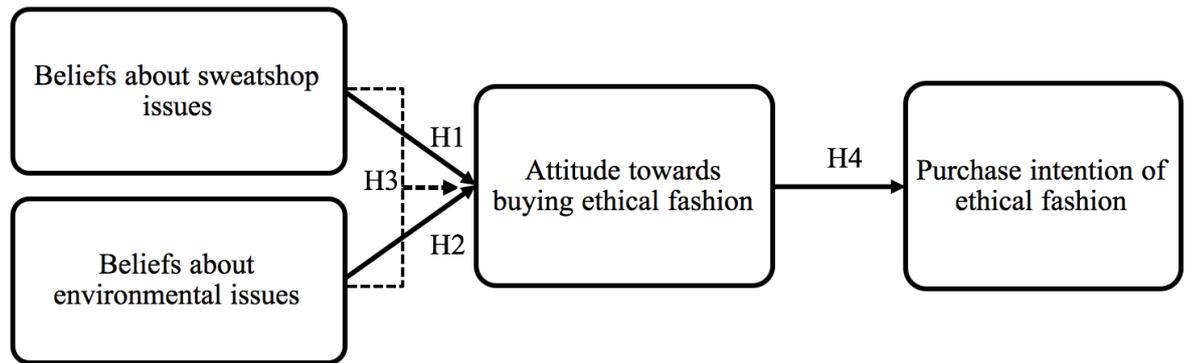


Figure 3 The research framework.

To conclude, on the basis of the framework and previous research five hypotheses are formed and examined in this research.

*H1: The more negative consumer's beliefs of sweatshop issues are the more positive attitudes they have towards buying ethical fashion.*

*H2: The more negative consumer's beliefs of environmental issues are the more positive attitudes they have towards buying ethical fashion.*

*H3a: Sweatshop issues have greater influence on consumer's attitudes towards buying ethical fashion than environmental issues.*

*H3b: Environmental issues have greater influence on consumer's attitudes towards buying ethical fashion than sweatshop issues.*

*H4: Positive attitudes towards buying ethical fashion increase consumer's purchase intention of ethical fashion.*

## 4 METHODS

The challenge for any researcher is to be able to choose the most fitting methodology for the context of their research (Bold 2012, 2). In this section the methods and used measures are presented and analyzed.

### 4.1 Research approach

To study consumer beliefs, attitudes and purchase intentions of ethical fashion a quantitative cross-sectional research design was chosen. The data was collected by a survey, employing a structured online questionnaire and analyzed with statistical methods. The aim was to study a large sample so that the results would be more credible and applicable. Thus, numerical data was collected in order to detect difference in consumers. (Bryman & Bell 2011, 154.) This research is conducted as a quantitative study in contrast to studies in the field of ethical issues which utilize qualitative approach. One reason for choosing quantitative approach is that the research aims to test Ajzen's theory of planned behavior in relation to ethical fashion consumption.

Qualitative approach is helpful in achieving a deeper understanding of the research object and its behavior. The sample is usually small but carefully selected and the aim is not statistical generalization. A quantitative approach was chosen here since the aim is to examine the relationships between variables and to test theory. With quantitative research the study aims also to generalize the results with statistical reasoning to a greater population. (Heikkilä 2014, 15.)

Marketing research plays an essential role in creating and implementing successful marketing strategies. Thus in marketing research many times, the population of interest is the whole consumer population. The young Finnish consumers were the target population in this study. However, resources often limit the measuring of such large crowds, thus sampling is used. (Malthora & Birks 2003, 4, 357.)

The sample consisted of students of University of Turku. They represent the target population of young Finnish consumers relatively well. The sample was selected to consist of university students because of limited resources as well as to ensure good response rate. The university students were easily reachable. Thus, in a certain part a non-probability sampling technique of convenience sampling was used. However, the selection of respondents did not rely entirely on the researcher's judgment. A simple random sampling method was used to select respondents from the university students. In this method all units of the population have an equal chance to be included in the sample. Also, an incentive was set to motivate the students to take time to respond and thus en-

sure a good response rate. For these purposes two gift cards to an Intersport store were given away. (Malthora & Birks 2003, 362–367.)

The conclusive cross-sectional research design was chosen in order to examine the relationship between the variables chosen based Ajzen's theory of planned behavior; beliefs, attitude and intention toward buying ethical fashion. The objective of this research approach is to describe a specific phenomenon and examine specific relationships. (Malthora & Birks 2003, 65.) The dependent variable here is the intention to purchase ethical fashion and the independent variables are the beliefs about sweatshop and environmental issues and attitudes towards buying ethical fashion. Based on theory research questions were formed as well as five hypotheses predicting the results. By testing the hypotheses, the relationships between the variables could be examined with numeric values and it could be concluded whether presumption can be generalized to a greater population (Nummenmaa 2009, 146–147). In addition, classification information such as age, gender or income are used to classify respondents and validate the sample (Malthora & Birks 2003, 342).

This study focuses specifically on the beliefs of sweatshop issues and environmental issues. The study follows the example of Shen et al. (2012) who examined the relationship of concern, knowledge and beliefs to support for socially and environmentally responsible business and willingness to pay premium. Their study also compared social and environmental responsibility and attempted to connect beliefs to purchase behavior. Another study used as an example was the study Shen et al. (2012) based their framework on; Dickson's (2000) study of personal values, beliefs, knowledge and attitudes relating to intentions to purchase apparel from socially responsible businesses.

## **4.2 Data collection**

### ***4.2.1 Creating the questionnaire***

The data was collected with an online anonymous questionnaire through Webropol. The questionnaire consisted of three sections; the introduction, the background information and body. The questionnaire was constructed based on the carefully chosen variables.

The questionnaire was designed as easy and quick to fill to ensure the quality and quantity of responses. An online survey was chosen because it enables a quick way to gather information from a large crowd and the data is recorded in a way it can be easily accessible with statistical software (Heikkilä 2014, 66). An online survey also provides respondents anonymity that isn't reachable through interviewing. Especially with sensi-

tive topics people may give biased answers during personal interviews. The influence of the interviewer is removed in an online survey. (Malthora & Birks 2003, 233, 334.)

Along with the link to the questionnaire a cover letter was sent to the students explaining the survey was a part master's thesis work in University of Turku. The cover letter also shortly explained the purpose of the research, ensured the respondents that the collected data would be confidentially handled and gave a time estimate to completing the questionnaire. It was also broad up that two gift cards to Intersport Skanssi were raffled among the respondents, if they filled out their contact information at the end of the questionnaire.

The actual body of the questionnaire included three parts: background information, belief, attitude and intention questions and finally vignettes measuring purchase intentions. These questions appeared consistently in the same order to all the respondents. Over all the questionnaire consisted mostly structured questions because of the chosen research method. In an attempt to increase the quality of the survey questions were also made obligatory, thus eliminating missing values. Only leaving contact information for the lottery was optional. Demographic section included closed-ended multiple choice questions about age, gender, field of education and incomes. Age and incomes were classified.

The second part measuring beliefs, attitudes and intention used well established 5-point Likert scale questions. Respondents were asked to indicate their agreement or disagreement relating to an opinion statement. The extremities are usually "strongly agree" and "strongly disagree" and those were also used in this research. The respondents were asked to choose the alternative that best reflects their opinion and in addition to neutral option 3= *Neither agree nor disagree* they were also provided with the option 0= *I don't know*. This provides the alternative of not having to guess if respondent doesn't understand the question or is not knowledgeable of the issue in question. However, this may also lead respondents to resort to this easy option and not having to take a stand. (Heikkilä 2014, 51–52.)

The third section used short vignettes to measure respondents' purchase intention. The answer format was again a Likert-type scale spanning from 0 to 10 and extremities being "definitely would not" and "definitely would". Vignettes describe an ethical issue related to a fashion product and then measure consumers' response to this issue in relation to purchase behavior. Arguments for using vignettes state that vignettes provide greater realism with contextual factors, reduce social desirability bias and improve internal validity and measurement reliability. Of course vignettes are also time and cost efficient compared to studying actual decision-making. (Wason, Polonsky & Hyman 2002, 42.)

When studying opinions, attitudes and values respondent must be reminded to answer questions as truthfully as possible and express their true opinion (Heikkilä 2014,

54.) Especially studying ethical issues is often difficult because people tend to answer as they think they should (Malthora & Birks 2003, 334). In an attempt to avoid the social desirability bias, the respondents were asked to answer truthfully and were provided anonymity. To improve reliability usually multiple statements are made from the same issue and this way consistency of answers can be determined by calculating the correlations (Heikkilä 2014, 54). Qualities of good research questions are that they are precise, good wording, short enough, polite but not leading, understandable and unambiguous. They also must only ask only one thing at a time and be necessary and beneficiary to the research. (Heikkilä 2014, 54.)

The questions were first written in English and then translated into Finnish since the sample consisted of Finnish students. By using the mother language of the respondents the aim was to minimize misunderstandings and confusion caused by terminology etc. The questionnaire was also tested with a small test group before the actual research to ensure good functionality of the questions and to eliminate potential problems (Malthora & Birks 2003, 345–346). The purpose of this was to see if the respondents understood the questions and whether the questionnaire was unambiguous enough. Similarly, to the actual test group the sample group was composed of young Finnish consumers. On the basis of the testing the questionnaire was slightly modified before sending it to the university students.

To be clear of the researched issues some terms were defined in the questionnaire. This was done to avoid ambiguous interpretations of the concepts and to ensure the validity of the answers. Lastly, the questionnaire was modified to suit both computer screen and tablet screen and to emphasize that it was done for the purposes of the master's thesis the university's layout was used in Webropol.

#### ***4.2.2 Selecting the respondents***

Determining the population of interest for the study was relatively straight forward since the aim is to better understand consumers' stance towards ethical fashion comprehensively and possibly identify different type of consumers. Therefore, the national consumer population is a logical choice for target population and there are not many studies conducted on the Finnish consumers. This research was specifically targeted to the young consumers since young adult consumers are identified as a group that spends a considerable amount of time and money on fashion items (Lee, Halter, Johnson & Ju 2013, 71).

As mentioned the research sample was collected with simple random sampling method from students of University of Turku. The students were contacted through email and sent a link to the Webropol survey. The aim was to reach all of the students of

Turku University. The attempt was to primarily contact them through faculties' class mailing lists, however not all faculties had these kind of lists. In these cases, student organizations were used to contact as many students as possible.

The emails were sent in May 2015 before students leave for summer holidays. The email containing the link to the questionnaire also included a mentioning of the possibility to win a gift card. Also, there was a cover letter to attract the interest of the students as well as provide practical information such as that the questionnaire is possible to fill out anonymously and that it takes about ten minutes to fill.

This study aimed at examining young Finnish consumers. In studies aimed at examining the national consumer group the research sample should be at least 500–1000 (Heikkilä 2014, 43). This research obtained a sample of 617 answers, thus meeting the referential guidelines for the sample size. Although a large sample size can not guarantee the precision of the sample it does decrease sampling error (Bryman & Bell 2011, 187).

From all of the university students about 6500 were reached and the subject loss percentage was over 80 % in all other faculties except humanities, averaging to little over 90 % as shown in table 5. The non-response rate can be high in internet surveys. The young consumers are also considered a problematic subgroup in relation survey fatigue (Curtis & Curtis 2011, 143). Knowing this the link to the questionnaire was sent to as many students as possible. Also, an incentive (gift card) was offered in an attempt to lower the refusal rate and the questionnaire was designed so that answering would be as quick and convenient as possible.

The last column in table 5 shows the share of the students of the sample by faculty. In order to get a sample representative of the population the aim was to reach similar distribution among faculties as in the population (seen in the third column) (Turun Yliopisto 2014). Humanities and education overrepresented in the sample (27,6% and 16,9%) in comparison to the population (19,9% and 11,7%). On the contrary faculty of medicine was little underrepresented in the sample (4% as supposed to 15% in the population). These were taken into consideration in the analysis.

Table 5 Distribution of respondents by faculty.

Faculty	Number of students	% share	Reached	Number of answers	% loss	% share of respondents
Humanities	3343	19,9	800	170	78,8 %	27,6 %
Mathematics and natural sciences	3120	18,6	950	105	81,8 %	17,0 %
Law	1137	6,8	1100	44	96,0 %	7,1 %
Education	1967	11,7	1300	104	92,0 %	16,9 %
Social Sciences	1613	9,6	450	42	90,7 %	6,8 %
Economics	3093	18,4	1757	127	92,8 %	20,6 %
Medicine	2516	15,0	200	25	87,5 %	4,0 %
<b>Total</b>	<b>16788</b>	<b>100</b>	<b>6557</b>	<b>617</b>	<b>90,6 %</b>	<b>100 %</b>

Figure 4 shows the gender distribution of the sample. There were more women responding to the questionnaire than men, in fact 82 % were women. The gender distribution is notably biased since overall only a little over 50 % of the Finnish population is women (Tilastokeskus 2014a). In University of Turku the share of women students was higher, over 60 percent (Tilastokeskus 2014b). However, the bias means that an entirely reliable generalization can not be done to the whole population. However, the results still provide indication of the beliefs, attitudes and their effect on purchase intentions.

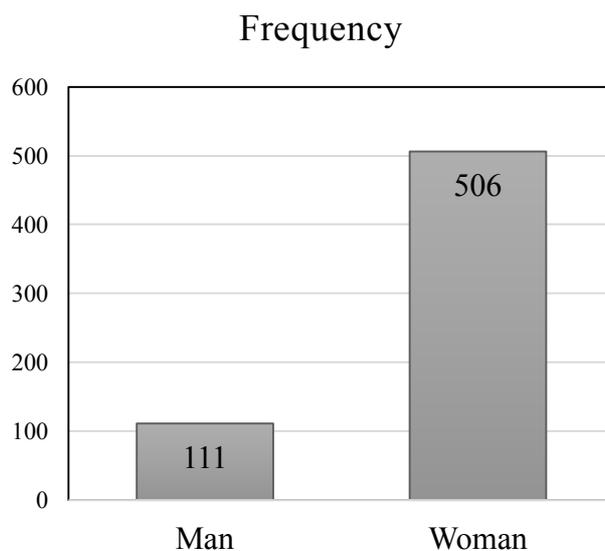


Figure 4 Respondents' gender distribution.

A systematic subject loss can influence the results but if the loss is distributed randomly it is not a problem as long as it gives a correct picture of the population (Alkula, Pöntinen & Ylöstalo 1994, 112–113). An analysis of subject loss concerning gender was not possible to conduct since gender distribution of the email lists or students was not available.

#### **4.2.3 *Preparing the data***

After collecting the data, the questionnaire was closed and the data was retrieved from Webropol's online database. The information was first transferred to Microsoft Excel in order to conduct the lottery with Excel Random sampling (between) to select the winners of the gift certificate. Then all the personal information was removed from the data and transferred to SPSS 22 statistic program for further analysis.

There were no missing values since all questions in the questionnaire were obligatory. After coding all the values into SPSS the "I don't know" answers were analyzed. A frequencies analysis was conducted to see the percentages for each claim in questionnaire's section five. These claims dealt with beliefs about sweatshop and environmental issues and the values could provide an indication into consumers' knowledge and awareness of the issues.

There were few claims that received more "I don't know" answers. This could indicate that the claims were unclear or poorly designed or that the respondents had less knowledge about these issues. All the shares are shown in table 6. The claim, "the use of toxic chemicals is common in fashion manufacturing", received distinctly more I don't know-responses. With the percent of 22,5 nearly fourth of the respondents chose the option "I don't know". Also claim a) about working hours, claim d) about the use of force labor and claim j) about pollution caused by fashion manufacturing received 13 % or more "I don't know" answers. The average percentage for "I don't know"-answers in question 5 was 8,6 %. Five of the claims received more than that.

Table 6 "0= I don't know" responds.

Question 5	Share	Amount	Total
a) Fashion apparel manufacturers generally require their employees work no more than 40 hours per week.	13 %	80	617
b) Fashion apparel manufacturers generally provide safe workplaces for their employees.	5 %	31	617
c) The use of child labor is common in fashion manufacturing.	4,7 %	29	617
d) The use of forced labor is common in fashion manufacturing.	16,2 %	100	617
e) Fashion apparel manufacturers generally pay their workers fair wage.	4,1 %	25	617
f) I believe that I am informed about human rights issues in the fashion apparel manufacturing business.	1,8 %	11	617
g) Fashion apparel manufacturers generally adopt ecological production practices.	3,7 %	23	617
h) The country of origin and the materials used is generally clearly stated on garment labels.	2,4 %	15	617
i) The use of toxic chemicals is common in fashion manufacturing.	22,5 %	139	617
j) Manufacturing of fashion apparel generally creates a lot of pollution in the environment.	13,9 %	86	617
k) Using organic materials saves the nature and the employees in production from toxic chemicals.	10,9 %	67	617
l) I believe that I am informed about environmental issues in the fashion apparel manufacturing business.	4,7 %	29	617

After doing a frequencies analysis of the "0 = I don't know" values they were coded as missing. These responds could affect the final results for example by making them appear more negative as there would many 0 values. Thus in order to receive accurate results from further tests they were removed.

Sum variables were formed for all the relevant concepts of the research. Since it is essential that the summed items all measure the same factor they were formed on the basis of factor analysis (see chapter 4.3.2). Sum variables were counted as means over all items, thus the scale measurement of the sum variable remains the same as single variables. (Nummenmaa 2009, 162.)

## 4.3 Measures

### 4.3.1 *Operationalization and selection of measures*

The four variables measured in this survey were beliefs about sweatshop and environmental issues, attitudes towards buying ethical fashion and purchase intention of ethical fashion. First beliefs are the independent variables and attitudes is the dependent variable and in the second analysis attitude is the independent variable and purchase intention is dependent variable. Measures for these variables were derived from previous empirical research. The measurement items were freely translated into Finnish and in some cases worded to better respond the specific issue and purpose. All measures for each item can be found in Appendix 1 as they appeared for the respondents (the questionnaire in Finnish). The original questionnaire in English can be found from Appendix 2.

As Malthora and Birks (2003, 330) state the first step in creating a research questionnaire is to specify what information is needed. The researches of Shen et al. (2012) was used as starting point and basis for creating the questionnaire. These study also examined consumer's beliefs about the fashion industry as well as their attitudes and purchase behavior towards ethical fashion. Using the previous research and theory as the starting point the questions were formed from the basis of Shen et al. (2012) study and modified to correspond the issues defined as the focus point here. The study of Shen et al. (2012) was not replicated since their focus was slightly different from the purposes of this study.

Since consumer's ethical purchase behavior has proven difficult to predict and study vignettes were chosen as another measurement item for purchase intentions. The alternative measurement method was used to provide comparable data and improve the trustworthiness of the results. Machiraju and Sadachar's (2014) study of personal values and ethical consumption was used as frame of reference for the vignette section of the questionnaire. The operationalization of variables can be seen in table 7.

Table 7 Operationalization of variables

<b>Variables</b>	<b>Measurement item</b>	<b>Question</b>
<i>Beliefs about sweatshop issues</i> Shen et al. (2012)	Working hours	5a
	Workplace safety	5b
	Child labor	5c
	Forced labor	5d
	Fair wages	5e
	Awareness	5f
<i>Beliefs about environmental issues</i> Shen et al. (2012)	Ecological production practices	5g
	Organic materials (and origin)	5h
	Toxic chemicals	5i
	Pollution	5j
	Organic materials	5k
	Awareness	5l
<i>Attitudes towards buying ethical fashion</i>		
Shen et al. (2012)		6a–6f
Fishbein & Ajzen (1975)		
<i>Purchase intention of ethical fashion</i>		
Shen et al. (2012)		6g–j
Machiraju & Sadachar (2014)		7.–10.

In accordance to Ajzen's (2005, 117) theory of planned behavior behavioral intentions are function of three basic determinants, attitudes, subjective norm and perceived behavioral control, and all of them are based on beliefs. In this research attitudes and beliefs about the fashion industry are examined. A widely used measuring technique in the attitude area is single-response measures using bipolar dimensions. Beliefs, attitudes and intentions were all measured with this technique in this study. Well established Likert scale with evaluative nature was used as response format. (Fishbein & Ajzen 1975, 53–54, 71.)

According to Fishbein and Ajzen (1975, 57) beliefs were measured by claims that connect an object to an attribute. The belief strength could also be detected since the beliefs were ranked on a probability dimension. Beliefs about sweatshop issues included five specific issues: working hours, workplace safety, fair wages, child labor and forced labor. Powell and Skarbek (2006, 263) and Shaw et al. (2006, 429) listed all but forced labor as the main characteristics of sweatshops. The items for these issues were found in Shen et al. (2012) questionnaire as they also examined beliefs about sweatshops. Force labor was added to sweatshop issues in this study since Schwartz (2010, 22) and International Labor Organisation (ILO) recognized it as one of the worst wrongdoings relating to worker's rights (Arnold & Hartman 2003, 444).

The beliefs about environmental issues included ecological production, ecological materials and polluting. These were chosen on the basis of Jones et al. (2012, 121) study

which dealt with issues relating to environmental impact of fashion production. Many of these issues were related to ecological production and polluting. Thus, these were chosen as factors in the study. Ecological materials were chosen since they are essential in the definition of eco-fashion (see Magnussen, ref. Carey & Cervellon 2014, 486; Chang & Wong 2012, 195). The items for these issues were again derived from Shen et al. (2012) study where they studied beliefs about environmental issues.

Judgments can be viewed as indicative of attitudes when the bipolar dimension is affective in nature. The standard attitude scaling method works by determining attitudes by asking respondents opinions. (Fishbein & Ajzen 1975, 56–61.) The measures for attitudes were also partly derived from Shen et al. (2012) study. The statements were freely translated into Finnish and, modified for the purposes of this study and tested by the pilot group. The wording of the statements was then modified in order for them to be more explicit and easily understandable.

Purchase intentions were measured with similar single-response measures and 5-point Likert scale. However, in order to receive more reliable and honest answers vignettes were also used. Respondents were asked to estimate the likelihood that they would perform the specific behavior described in the vignette. In their research to examine behavioral intention to engage ethical consumption Machiraju and Sadachar (2014) used vignettes. These vignettes were used as examples for the four vignettes created for this research. Machiraju and Sadachar (2014) based the vignettes to six variables relating to ethical fashion consumption. The aim was to examine consumer purchase intentions of ethical fashion and the scenarios described in the vignettes were based on the theoretical background of this research; human-rights issues and environmental issues. Thus, two of the vignettes had to do with environmental issues and two with sweatshop issues. One purpose of the research is also to compare the effects of sweatshop issues and environmental issues and the vignettes serve this purpose as well.

As Wason et al. (2002, 42) state vignettes are meant to increase the realism of the decision-making situation by providing some contextual factors as well as to reduce social desirability bias and get more honest answers. Fishbein and Ajzen (1975, 369) also concluded that the correspondence in level of specificity is the most important factor in the intention-behavior relation. Thus, the higher the correspondence in behavior, target, situation and time the more accurately intentions can predict behavior. The vignettes described specific situations relating to purchasing ethical fashion. Respondents were asked to express their level of agreement or disagreement on the same scale used by Machiraju and Sadachar (2014) which was a 11-point Likert type scale with the extremities defined as “0” for “definitely would not” and “10” for “definitely would”.

In order to create a better questionnaire some statements were negative and some were positive. Also two of the four vignettes asked if the respondent would act in a more ethical manner and two asked whether they would act in more unethical manner.

This was done to avoid leading respondents to a certain direction. There is evidence that responses can be influenced by the directionality of statements (Malthora & Birks 2003, 341). This can be particularly true in case of ethical matters.

Demographic section was used as opening questions and it included multiple choice questions about gender, age, education and incomes. Demographic and socio-economic characteristics were used to classify the respondents and to validate the sample (Malthora & Birks 2003, 342). The faculty of education was asked since the sample was collected from the University of Turku and thus could have some comparative value. Income was examined because it closely relates to buying behavior. Income has influence on purchase power and especially young consumers are influenced by the price factor in their purchase decision (Joergens 2006, 370).

#### ***4.3.2 Validity and Reliability of Measures***

Since measurement error is practically impossible to avoid completely in behavioral science it is necessary to explore the validity and reliability of the used measures. Usually in human behavior the variables are abstract and thus can not be directly measured (Nummenmaa 2009, 246.) The reliability of a research is directly comparable to the reliability of the measures (Metsämuuronen 2002, 32).

To insure that the instruments measure what they are set to measure the validity was examined with explorative factor analysis. A Kaiser-Mayer-Olkin measure of sampling adequacy was done to determine whether the data has prerequisites for factor analysis. The variables received a value of 0.806 which according to Saastamoinen and Olkkonen (2012, 69) indicates that the data has good prerequisites for factor analysis. Also the Bartlett's test of Sphericity indicates that the variables correlate well between each other. The received value of ,000 permits the abandoning of the null hypothesis according to which the variables wouldn't correlate. Also, because a steep slope can be seen from the scree plot it can be concluded that the factoring works (figure 5). (Saastamoinen & Olkkonen 2012, 69.)

Table 8 Rotated factor analysis

Rotated Component Matrix<sup>a</sup>

	Component		
	1	2	3
5Asweat		,703	
5Bsweat		,781	
5Csweat		-,495	,403
5Dsweat		-,412	,442
5Esweat		,748	
5Geco		,557	
5Heco			-,523
5Ieco			,775
5Jeco			,767
6Aattitude	-,621		
6Battitude	,673		
6Cattitude	,717		,353
6Dattitude	,712		
6Eattitude	,661		
6Fattitude	,727		,396

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 5 iterations.

Only loadings above 0.3 displayed.

The factor analysis was conducted using principal component analysis and Varimax rotation method. Only loadings over 0.3 are shown in the table to clarify analysis and those are considered substantial (Field 2013, 692). In table 8 are the three main components extracted after the analysis. The analysis was done by choosing fixed number of factors on the basis of the used theory and the point of inflexion in the scree plot (figure 5) (Saastamoinen & Olkkonen 2012, 72). Eigenvalues greater than one are usually recommended as the criteria for factor selection but since the sample size is greater than 200 and the average communality does not reach 0.6 or higher, using scree plot is recommended. As figure 5 shows, the point of inflexion is rather ambiguous and thus three factors can be justified. (Field 2013, 677.)

These factors explained 51% of the variance. Factor 1 explains for 19,7 %, factor 2 for 17 % and factor 3 for 14,4 % of the variance. First factor includes the items related to sweatshop issues and the second includes most environmental issues and the third factor encompasses attitude items.

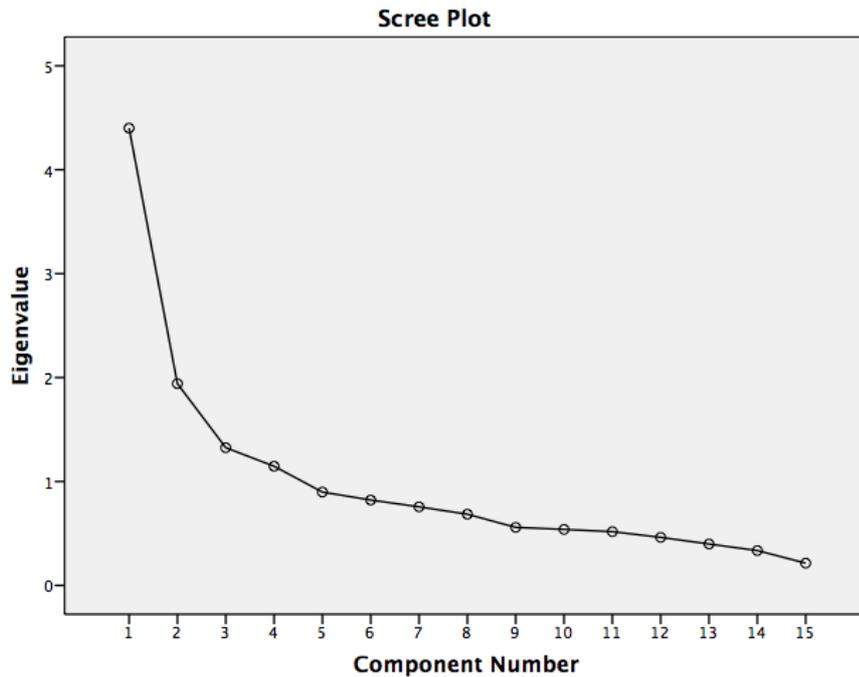


Figure 5 Scree Plot for factor analysis

Three factors were removed due to ambiguous loadings. The item regarding knowledge about sweatshop issues (5F<sub>sweat</sub>) was problematic since it was loaded high ( $> 0.4$ ) on separate factor in comparison to all the other sweatshop items. Also, two environmental items, item about consumer's believed knowledge of sweatshop issues (5L<sub>eco</sub>) and organic materials (5K<sub>eco</sub>) were dropped since they loaded on a different factor than other environmental items and had lower loadings.

The item about forced labor (5D<sub>sweat</sub>) loaded higher on factor three than to factor two. However, it was included in factor two since it had significant loading ( $> 0.3$ ) to that factor too. Also, the variance of the variables could be explained sufficiently with this factor extraction. Unexpectedly, also the environmental item about beliefs relating to ecological production (5G<sub>eco</sub>) had problematic loading. It loaded on the same factor as sweatshop items. It could have been removed but its communality was over 0.3 and it correlated well also with the items in factor two, thus removing it would not serve the purpose of the research (Saastamoinen & Olkkonen 2012, 72). It was included in factor two with other environmental items in according to theory and previous research's construct division. In data collection it is recommendable to use previous research and factor division, thus for further analysis factors two and three were formed similarly to Shen et al. (2012) study (Saastamoinen & Olkkonen 2012, 68). Table 8 presents the original factor structure. The above mentioned modifications resulted into final sum variables that were based both on factor analysis and theory.

In addition to factor analysis Pearson's bivariate correlation analysis was executed to further confirm validity of constructs (table 9). The analysis was conducted on the three

sum variables formed on the basis of the theory and factor analysis. Hence, the removed items are not included in the correlation analysis. Results show that all sum variables correlate with each other in statistically significant level. Beliefs about sweatshop issues and beliefs about environmental issues correlate negatively with attitudes and positively with each other. Beliefs also correlate negatively with purchase intention. The strongest correlation is between attitudes towards buying ethical fashion (ATBEF) and purchase intentions of ethical fashion (PIEF) (0,749). This indicates clear positive correlation (Nummenmaa 2009, 196.) However, this correlation is still not problematically big in that it would indicate multicollinearity between the variables.

Table 9 Pearson's correlation analysis

	BSI	BEI	ATT	PIEF
BSI Beliefs of sweatshop issues	1			
BEI Beliefs of environmental issues	,432**	1		
ATBEF Attitudes towards buying ethical fashion	-,249**	-,288**	1	
PIEF Purchase intention of ethical fashion	-,252	-,324	,749	1

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Although most of the correlations are rather small, even correlations 0,1 can be significant when sample is greater than 500. This research has sample of 617 thus it could be concluded that all the correlations are significant because they are all over 0,2. (Nummenmaa 2009, 195.)

To ensure reliability of the measures Cronbach's Alpha was calculated for the constructs (table 10). Sweatshop and environmental constructs' Cronbach's Alpha would have slightly risen by removing one or two factors, however, this was not done since the difference would have been small and the items correlated well with the other items. The items are also relevant for research purposes and they received sufficient values (>0.60). Attitude and purchase intention constructs revealed that they are reliable (> 0.80) and no items needed to be removed. All items could be transformed into sum variables of means of the items. (Saastamoinen & Olkkonen 2012, 80–81.) Descriptive statistics for the measures are displayed in table 11.

Table 10 Cronbach's Alpha

<b>Construct</b>	<b>Number of items</b>	<b>Cronbach's Alpha</b>
Beliefs about sweatshop issues	5	0,695
Beliefs about environmental issues	4	0,620
Attitudes towards buying ethical fashion	6	0,809
Purchase intention of ethical fashion	4	0,853

Table 11 Descriptive statistics of measures

<b>Construct</b>	<b>N</b>	<b>Missing</b>	<b>Mean</b>	<b>SD</b>	<b>Skewness</b>	<b>Kurtosis</b>
Beliefs about sweatshop issues	611	6	2,11	,68	,46	,05
Beliefs about environmental issues	616	1	2,54	,73	,30	,31
Attitudes	617	0	3,90	,74	-,72	,64
Purchases intentions	615	2	3,23	,99	-,15	-,64

From the statistics it could be concluded that people believe that sweatshop issues are quite common in the fashion industry as well as environmental issues. Thus, consumers seem to have rather negative beliefs about the industry. On the other hand, consumers' attitudes towards buying ethical fashion seem to be quite positive. However, there is a slight conflict since purchase intentions of ethical fashion do not seem very strong.

## **4.4 Data analysis**

### **4.4.1 Methods of analysis**

The analysis of research data was performed by using the IBM SPSS 22.0 software. The software provides countless analysis methods, some of which are substitutive to each other. In this research factor and regression analysis were used for the most part to analyze the findings. In addition, statistics and different distributions of variables were examined.

The statistical analysis was performed with correlation analysis and linear regression analysis. However, before performing analysis the scales of measurement must be de-

defined since they determine the level of statistical analysis for the data. The background questions gender and faculty of education were measured with nominal scale and age and income were measured with ordinal scale. Belief, attitude and intentions were also measured with ordinal scale (Likert scale) since the variables could be ranked but there is no true zero point and intervals between the values can not be determined (Curtis & Curtis 2011, 135).

With the correlation coefficient the strength of correlation between the variables was examined (Nummenmaa 2009, 279–280). However, correlation does not create any kind of model and thus can not predict the future or tell about the direction of causality. Regression analysis can do this based on predictor variables. (Field 2013, 270, 294.) The linear regression line can be presented as the following mathematical equation:

$$Y_i = (b_0 + b_1X_{1i} + b_2X_{2i} + \dots + b_nX_{ni}) + \varepsilon_{ni}$$

In the model Y represents the outcome variable the equation aims to predict. X is the predictor variable and b is the parameter that quantifies the relationship the predictor variable has with the outcome variable, in short b is the coefficient of the predictor variable.  $\varepsilon$  in turn represents the error associated with the prediction and  $b_0$  represents the constant.

There are some assumptions and constrictions about the data regarding linear regression. The most important assumption is that there must be a linear relationship between the variables. This can be confirmed with scatter plot figure. Secondly, the variables must not be too strongly connected to each other in other words there should not be multicollinearity. The variance inflation factor (VIF) can be used to measure collinearity in the data. The value should be close to 1 when multicollinearity is not a problem for the model. Also, the sample must be normally distributed and the sample size should be at least 50. (Nummenmaa 2009, 315–316; Field 2013, 342.) Further more the regression analysis requires the examination of residuals. Residuals represent the differences between outcome values and the values in the model. Thus presenting the error in the model. The residuals should be small and random, normally distributed and homoscedastic (having similar variances). (Field 2013, 305; 311.)

All of these assumptions were tested for regression analysis. Kolmogorov-Smirnov test was done to ensure normal distribution of the variables. According to the test the variables are not normally distributed. However, in large samples like this (n=617) this problem could be expected and it can often be overlooked. The test evaluates the distribution not normal rather easily. Also, as recommended with large samples the shape of the distribution was visually evaluated and the skewness and kurtosis values were examined. Since both skewness and kurtosis are smaller than one in absolute value, the distribution can be handled as normal even though the test result would not support this (Field 2013, 184; Nummenmaa 2009, 155; Saastamoinen & Olkkonen 2012, 43.) The residuals normal distribution and their homoscedasticity was examined with normal P-P

Plot of Regression (see Appendix 3). The figures showed that there were no significantly differing residuals and they were randomly distributed. Thus, examination of residuals indicates that the model fits. Finally, the VIF values were examined. Values were close to one (VIF values 1 and 1,23) thus, multicollinearity was not a problem in the research (Field 2013, 342).

#### ***4.4.2 Evaluation of the quality of the study***

The trustworthiness of a research is measured by its reliability and validity. Reliability refers to the extent to which analysis of data results in reliable findings that can be reproduced at different times or by different researchers. Validity refers to the extent to which research measures what is intended. The aim for a rigorous research is to be both reliable and valid. (Curtis & Curtis 2011, 13–14.)

The easiest way to measure reliability is to retest the sample in an other point of time but this was not possible due to limited resources and the scope of the study. Reliability and validity are determined to ensure that measurement error is kept to minimum. (Field 2013, 12–13.) In quantitative research total error is the variation between the true mean value of the variable of interest in population and the mean value obtained in the marketing research project. Total error is composed of random sampling error and non-sampling error.

Random sampling error occurs when the selected sample does not represent the population of interest. (Malthora & Birks 2003, 74.) As the recruiting of respondents was done in a manner that does not guarantee truly random sampling, the sample in this research is imperfect representation of the population. The populations of interest of the research was young Finnish consumers but for the sake of high response rate and accessibility Turku university students were chosen as the sample. Thus, the results are not completely generalizable to all young Finnish consumers as such. Also, it can be expected that certain kind of people are more prone to answer questionnaires.

Non-sampling error on the other hand is resulted from sources other than sampling like research approach, questionnaire, scales, data preparation and analysis and it consists of non-response error and responses error (Malthora & Birks 2003, 74). The measurements scales' reliability and validity were established with statistical means (see 4.3.2). Cronbach's Alphas indicated sufficient level of internal consistency reliability (values over 0.6) (Nummenmaa 2009, 356; Saastamoinen & Olkkonen 2012, 81). Validity was examined with factor analysis and Pearson's correlation coefficients. Finally, to ensure quality the used scales of measurements were chosen because their usability had been already established by other researchers in similar studies.

Non-response is quite common in survey research. In an attempt to reduce non-response, the questions were made obligatory and respondents were first contacted with an encouraging cover letter and lured with incentives. Also, response error is a notable risk in this research since questions relate to ethics and moral issues. With limited resources it is difficult to completely rule out social desirability bias. As previous research has proven it is difficult to receive honest answers to ethical behavior research (e.g. attitude-behavior gap) (Davies et al. 2012). In studying the ethical consumer, a simple survey usually has a lot of bias because of the lack of trade-offs and context. Experimental approaches and observing actual purchasing can reduce bias but also reduce control and increase the demand for resources. (Devinney, Auger & Eckhardt 2010, 138.) To prevent this problem, in addition to opinion statements, vignettes were used to create more trade-offs and provide context to consumer's purchase decision-making situation.

The questionnaire was crafted and pilot-tested carefully to reduce error. However, the items were mostly translated from English and the translation process could have compromised their meaning. Also in using the Likert scale there is a risk that the respondents' interpretation of its response alternatives might vary. (Malhotra & Birks 2007, 346–348.)

The accomplished sample size was significant ( $n=617$ ). For the purposes of consumer study it considered sufficient and it increases the research's credibility and makes the results more generalizable. The issues considered here (non-response, questionnaire design and social desirability bias) are common for most marketing studies and thus should not be considered too much of a burden for the study. Overall, the reliability and validity of the study was found to be at satisfactory level.

## 4.5 Sample characteristics

In this chapter the respondents are examined in terms of the collected background information. All together 617 people answered the questionnaire. The gender distribution of the study was biased to women who accounted for 82 % of the respondents. This could indicate that the issue of ethical fashion is more appealing to women. However, it must also be noted that over 60% of the students of University of Turku are women (Tilastokeskus 2014b).

The age of the respondents was collected with age categories. Age categorization were based on the age distribution of Finnish university students on average. In Finland a person usually begins university at 20 years old and the average age of university student is 26 (Finnish student survey 2014). Figure 6 shows that over half of respondents were between the ages 20 and 24 and over four fifth were between ages 20 and 29 (84,4 %). Since majority of the of the respondents are 20 to 29-year old it can be concluded

that the sample represents well the target population of young consumers. However, the heterogeneity of the age groups should be noted when comparisons are done based on the age groups. The uneven distribution of observations might be problematic.

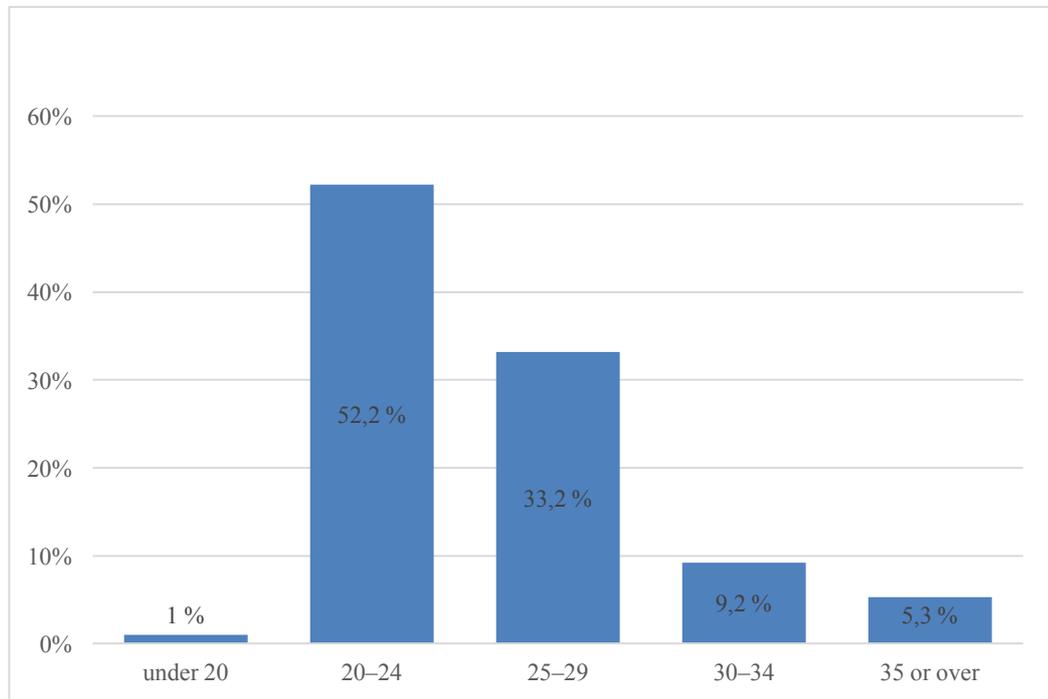


Figure 6 Age distribution of the sample

The income classification was based on the average income of Finnish students which was 900 euros a month and the results of pilot testing (Finnish student survey 2014). However, after analyzing the results of the actual study the classifications were slightly modified. From the original six classes (under 500, 500–1000, 1000–1500, 1500–2000, 2000–2500, over 2500) three last ones were combined as one, leaving four income classes to further analysis (under 500, 500–1000, 1000–1500, over 1500) (figure 7).

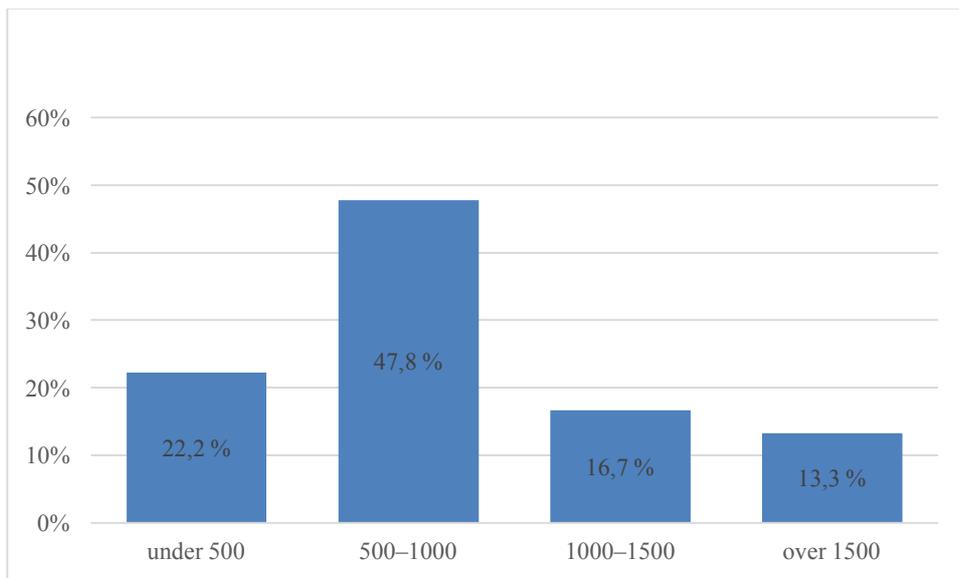


Figure 7 Income chart

The income distribution (figure 7) is weighing on the left. Almost half of the respondents had monthly incomes of 500–1000 euros and under 15 % of respondents had incomes over 1500 euros a month.

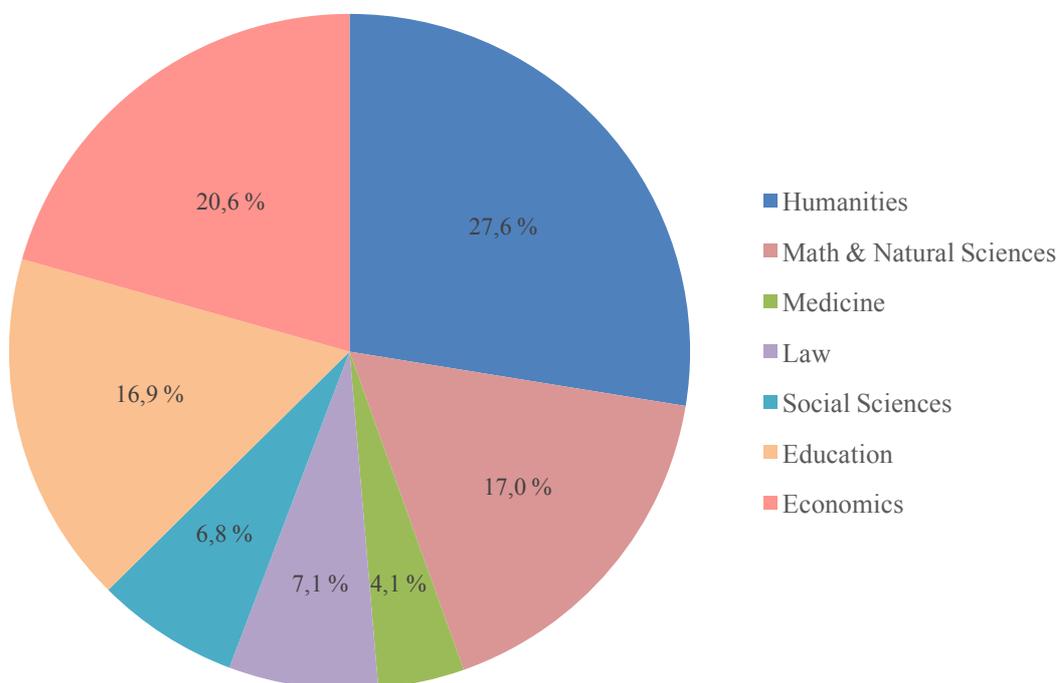


Figure 8 Division of university students by faculty

The respondents' shares based on the faculty of education can be seen in figure 8. Most respondents (28 %) were from humanities faculty. The second largest share of

respondents came from economics (21 %). The least responses came from medicine (4%), law (7 %) and social sciences (7 %). It also must be noted that the faculties of humanity and education are little overrepresented in the sample and faculty of medicine is underrepresented.

## 5 YOUNG CONSUMERS' PURCHASE INTENTION OF ETHICAL FASHION

Much of the difficulty related to comprehending the complexity of ethical consumerism derives from the failure to understand what drives the consumer socio-politically and how purchasing reveals consumer's underlying motives (Devinney et al. 2010, 2). In this section the results of the research are presented and analyzed.

### 5.1 Beliefs about the fashion industry

Beliefs about the fashion industry were divided into two categories based on various definitions of ethical fashion and previous research. Beliefs about sweatshop issues (BSI) and environmental issues (BEI) were studied with a battery of Likert scale questions. In the scale "1" indicated "strongly disagree" and "5" "strongly agree". Since most statements were positive (and those that weren't were reversed before further analysis), lower scores are interpreted as negative beliefs about sweatshop issues and higher scores represent more positive views of the issues.

In table 12 the descriptive values of both BSI and BEI are shown. The maximum value for sweatshop issues is stated as 4,33 since very few of the respondents strongly agreed (5) with the positive statements about the fashion industry's human rights issues. The mean value for BSI is lower than for BEI which leads to believe that respondents have more extreme and negative views about sweatshop issues than they have about environmental issues.

Table 12 Descriptives for BSI and BEI

	N	Minimum	Maximum	Mean	Std. Deviation
Beliefs about sweatshop issues	611	1,00	4,33	2,112	,676
Beliefs about environmental issues	616	1,00	5,00	2,535	,728

This is also shown in figure 9 which represents the distribution of negative (1.00–2.33), neutral (2.50–3.33) and positive (3.50–5.00) beliefs in BSI and BEI. This categorization was done to clarify the analysis. The categories are formed by rounding the values to closest integer and thus determining their interpretation. Beliefs about sweatshop issues are clearly more negative and have also received notably less positive beliefs. There is more negative than positive beliefs about environmental issues as well. However, beliefs about environmental issues are actually mostly neutral (46,2 %).

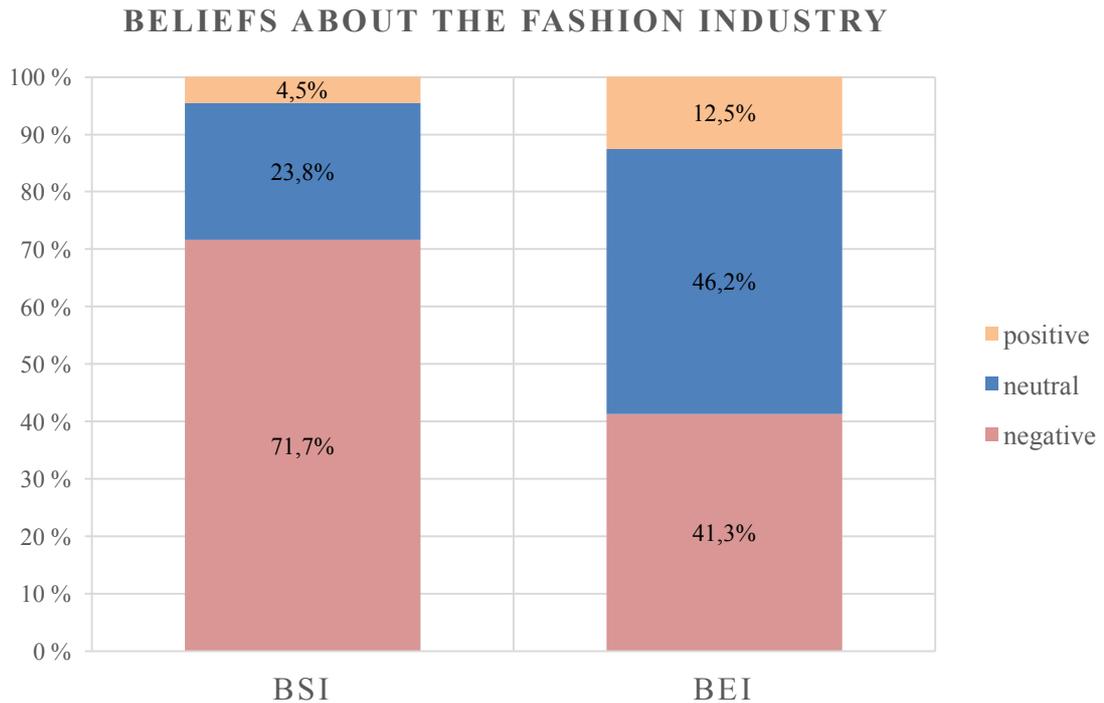


Figure 9 Beliefs about sweatshop and environmental issues

The beliefs about the fashion industry were also compared in accordance to background variables. To recognize differences between the groups t-tests and variance test (one-way ANOVA) were run. The results of these tests were confirmed by running additional non-parametric tests, as all the requirements for parametric test were not met (Nummenmaa 2009, 174; 194). Mann-Whitney U-test was conducted for gender variable and Kruskal-Wallis for ANOVA tests. The probabilities of 5 % (0.05) and 1 % (0.01) were chosen for significance levels (p-values) (Field 2009, 50–51). If the p-value is under 5 % the result is considered nearly statistically significant, when its under 1 % the result is statistically significant and when p-value is under 0.1 % the result is statistically very significant (KvantiMOTV 2003).

Respondents' faculty of education was an influential background factor for BEI but not for BSI. The Kruskal-Wallis analysis showed that faculty of education had statistically very significant ( $p < .001$ ) effect on BEI and no effect ( $p > .05$ ) on BSI (Saastamoinen & Olkkonen 2012, 64). Students from social sciences had the most negative beliefs about sweatshop issues, but variance between faculties was non-significant for BSI.

ANOVA and post hoc test (LSD, Bonferroni corrected) revealed that the most negative beliefs about environmental issues had the students from social sciences and humanities. Interestingly respondents from the faculty of law seemed to have more positive than negative beliefs about environmental issues. Other students on the other hand

had more negative than positive beliefs about environmental issues. The responses are shown in figures 10 and 11.

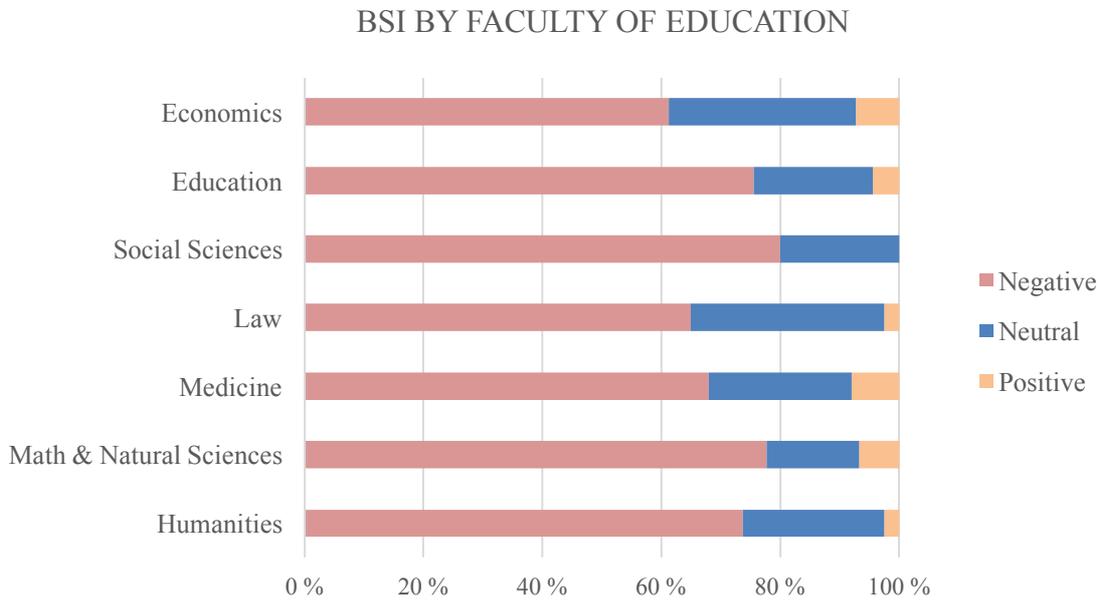


Figure 10 BSI by faculty of education

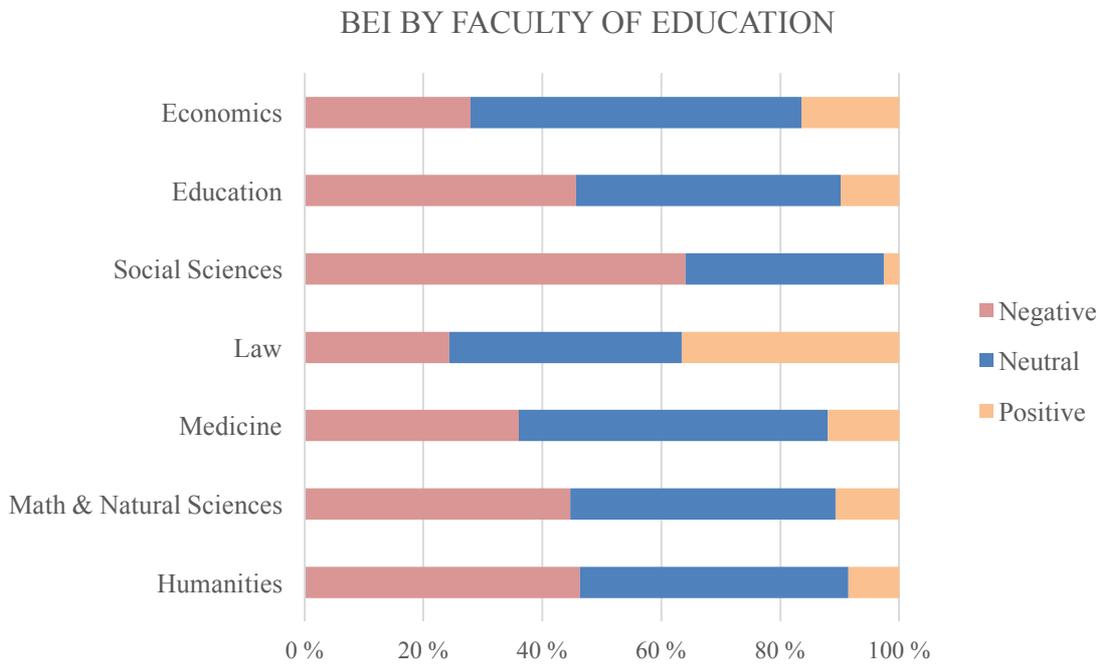


Figure 11 BEI by faculty of education

## 5.2 Attitudes towards buying ethical fashion

### 5.2.1 Describing attitudes towards buying ethical fashion

Attitudes towards buying ethical fashion were positive among young consumers. The mean value (3.9) and the histogram (figure 12) indicate that consumers express strong agreement to the statements about positive attitudes about buying ethical fashion. Value 1 indicates negative attitudes and 5 positive attitudes while 3 represents neutral attitudes. Viewing the histogram and other graphs is useful in initial evaluating the distribution of variables. However, more credible information can be obtained by examining the descriptive values of the variables (table 13).

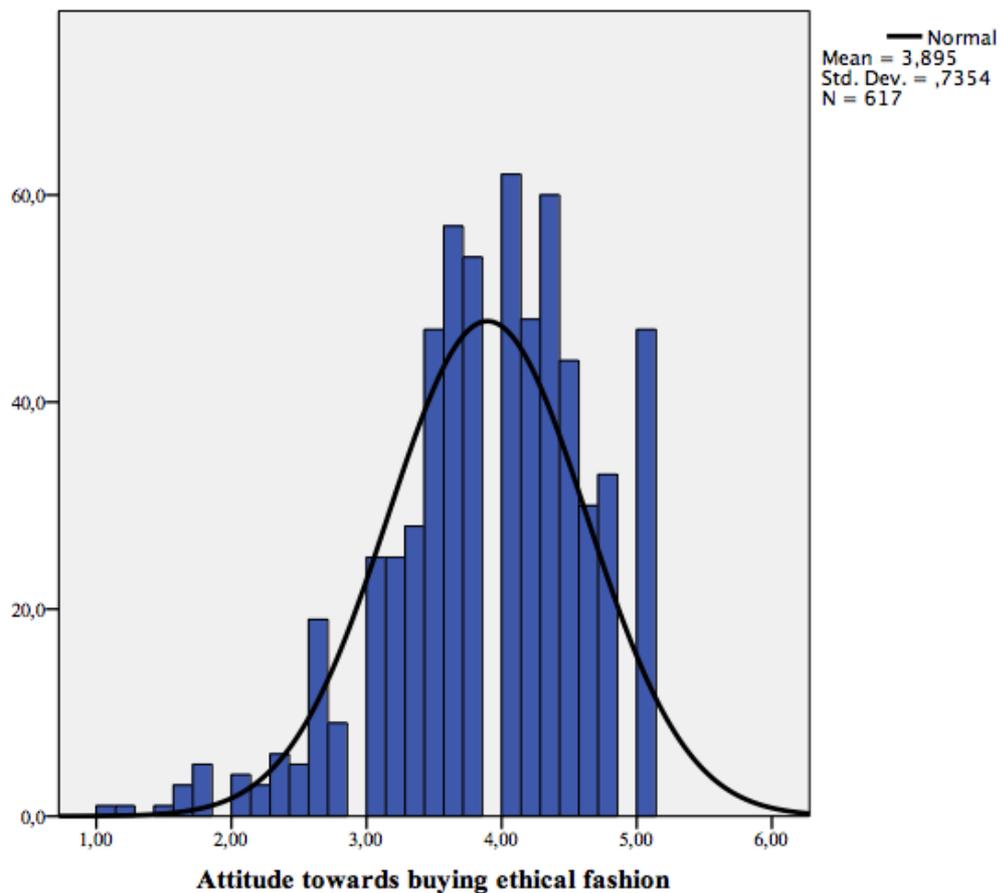


Figure 12 The distribution of attitudes towards buying ethical fashion

Table 13 Descriptive values of attitudes towards buying ethical fashion

N	Valid	617
	Missing	0
Mean		3.90
Median		4.00
Std. Deviation		.735
Skewness		-.720
Kurtosis		.636
Minimum		1.00
Maximum		5.00

Variance analysis (one-way ANOVA) and post hoc analysis (LSD, Bonferroni corrected) were also conducted for the background variables in relation to attitudes towards buying ethical fashion. Also t-test was performed for gender variable. Only incomes did not show significant differences between the subgroups. In age groups the significant differences in attitudes were found between ages 20–24 and over 30 year olds (groups “30–34” and “35 and over”). Over 30-year old respondents had statistically more positive attitudes toward buying ethical fashion than 24–29 year olds. In education humanities and social science students had the most positive attitudes and law students had the least positive attitudes. Between genders women had the higher mean value (3.96) than men (3.58) on a significant level.

### 5.2.2 Beliefs influence on attitudes towards buying ethical fashion

The influence of beliefs about the fashion industry to attitudes was examined with correlation and regression analysis. The null hypothesis of H1 and H2 assumes there is no correlations between beliefs about fashion industry and attitudes towards buying ethical fashion.

$$H_0 = 0$$

$$H_1 \text{ \& } H_2 \neq 0 \text{ (} p < 0.05 \text{)}$$

The correlation (see table 14) between beliefs about sweatshop issues (BSI) and attitudes towards buying ethical fashion (ATBEF) was -.249 at a significant level ( $p < .01$ ). The negative correlations indicate, that as BSI decreases (more negative beliefs) ATBEF increases (attitudes are increasingly positive). Thus, the results from this study support the theory and previous research in the area. The first hypothesis is supported:

*H1: The more negative consumer's beliefs of sweatshop issues are the more positive attitudes they have towards buying ethical fashion.*

Table 14 Correlation analysis of beliefs and attitudes

	BSI	BEI	ATT	PIEF
BSI Beliefs of sweatshop issues	1			
BEI Beliefs of environmental issues	,432**	1		
ATBEF Attitudes towards buying ethical fashion	-,249**	-,288**	1	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Even though correlation supports the hypothesis formed based on theory it must be recognized that according to the regression analysis beliefs about sweatshop issues only account for 6 % of variance in attitudes (the last column in table 15). This is not completely unexpected since the theory of planned behavior states that attitudes toward behavior are formed from a set of beliefs (Fishbein & Ajzen 1975, 14). Thus the beliefs about sweatshop issues are not expected to account for the whole variance.

Beliefs about environmental issues (BEI) also correlate negatively (-,288) with attitudes towards buying ethical fashion (ATBEF). As with sweatshop beliefs the explanation rate of environmental beliefs is low. Environmental beliefs account for 8 % of the variance of attitudes. However, since the model fits ( $p < .01$ ) it can be concluded that according to this research the more negative consumers' beliefs about environmental issues are the more positive attitudes towards buying ethical fashion are. Also the second hypothesis is accepted:

*H2: The more negative consumer's beliefs of environmental issues are the more positive attitudes they have towards buying ethical fashion.*

Table 15 Regression analysis for BSI and BEI

	Std. Beta	t	Sig.	Adjusted R <sup>2</sup>
BSI	-.249	-6.343	.000	0.060
BEI	-.288	-7.445	.000	0.081

One of the objectives of this research was not only to achieve a more holistic image of ethical fashion but to compare the different sides of it. This is why beliefs of sweatshop issues and environmental issues were examined separately. Most previous research had shown that issues relating to human rights and particularly sweatshop issues were a priority for most consumers. However, also environmental issues had increasingly

gained consumers' attention. In order to compare the two areas, the third hypothesis was divided into two parts:

*H3a: Sweatshop issues have greater influence on consumer's attitudes towards buying ethical fashion than environmental issues.*

*H3b: Environmental issues have greater influence on consumer's attitudes towards buying ethical fashion than sweatshop issues.*

After examining the correlations analysis (table 14) and the two separate regression analysis for BSI and BEI (table 15), environmental issues interestingly seem to have greater impact on attitudes. The regression analysis gave higher correlation value as well as higher explanation percentage for environmental issues. Also, by doing the regression analysis with both BSI and BEI as predictors, environmental issues had greater standardized coefficient value which indicates greater influence on attitudes than sweatshop issues ( $-0.223 > -0.152$ ). Thus, H3a is rejected and H3b accepted. Most previous research has found sweatshop issues more influential, thus the result of this study is interesting contribution in the case of young Finnish consumers.

To see whether the background variables influenced the results they were also added to the regression model. Income was the only variable that did not have significant ( $p > 0.05$ ) affect on attitudes and was excluded from the model. From the background variables faculty of education had the biggest correlation with attitudes, gender had the second biggest and age the smallest. However, BSI and BEI remained as the most significant variables and BEI had more significant relationship with attitudes towards buying ethical fashion than BSI. Together with the background variables BSI and BEI accounted for 16,4 % of the variance in attitudes towards buying ethical fashion.

## **5.3 Purchase intention of ethical fashion**

### ***5.3.1 Describing purchase intention of ethical fashion***

Purchase intention was defined in chapter 3.3.3 and relying on Ajzen's well established theory of planned behavior this research examines the relationship between attitudes and the purchase intention. Consumer's intentions are important subject for research because of their link to actual behavior patterns and the problematic attitude-behavior gap (addressed in section 3.4) in ethical fashion consumption.

The purchase intention of respondents was examined with the mean sum variable of purchase intention items and four vignettes. The sum variable's mean value (3.23 as shown in table 16) and histogram figure (Appendix 4) indicate that respondents' purchase intention of ethical fashion are siding to positive. Values 1–2 indicate low pur-

chase intentions and 4–5 high intentions while 3 represents neutral intentions. The values were classified into three categories: values between 1–2.33 are negative, 2.5–3.33 are neutral and 3.5–5 are positive. The categories were formed by determining to which integer the values round to and in order to make interpretation more explicit.

The median value is very close to the mean and does not provide great deal of new information. However, more important is to look at the distribution's form and dispersion of data. The standard deviation of purchase intentions is quite high (.99) considering the possible values of the data. It means that the average distance of the findings from the mean is rather high. Also the distribution curve is slightly skew to the left thus most of the observation are bigger than the mean. (Nummenmaa 2009, 66, 71.)

Table 16 Descriptive values of purchase intention sum variable

N	Valid	615
	Missing	2
Mean		3.23
Median		3.25
Std. Deviation		.99
Skewness		-.15
Kurtosis		-.64
Minimum		1
Maximum		5

Close to half of the respondents (46,6 %) showed positive purchase intentions of ethical fashion (figure 13). However, quite a large share also expressed neutral purchase intentions. One fifth (20,3 %) of the respondents also expressed negative purchase intentions. Either indicating that they do not care about the ethical side of fashion or that they are not willing to prioritize ethical matters over other alternatives.

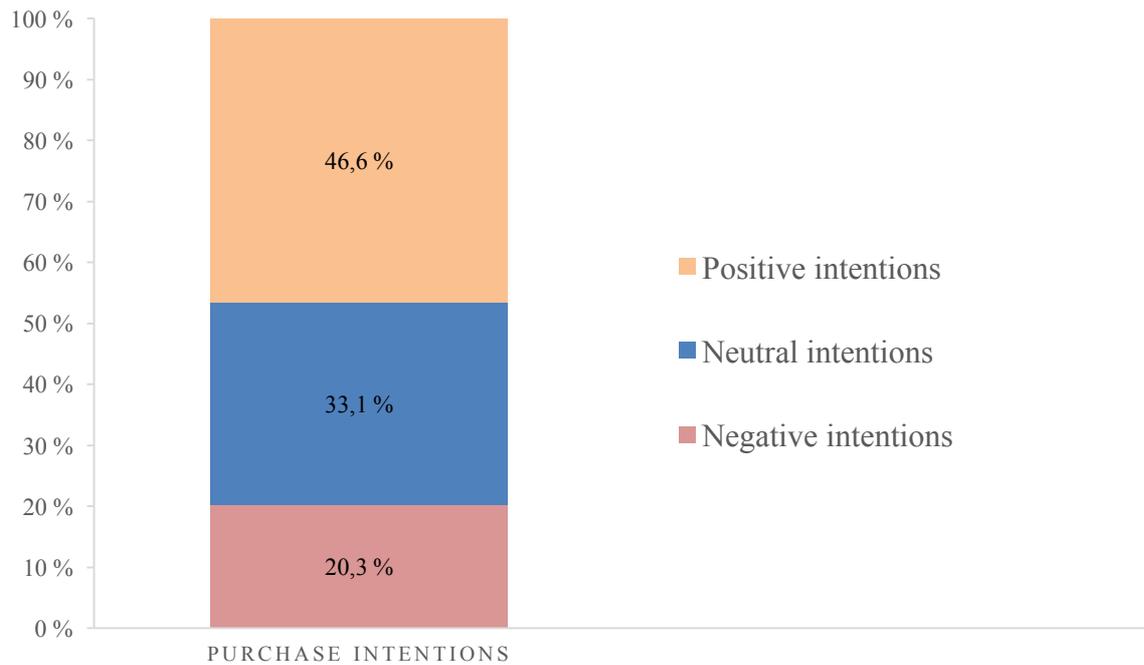


Figure 13 Purchase intentions of ethical fashion

The items of purchase intention received on average mean values over three. Only statement that received a mean value under 3 was 6I *“I buy ethically produced fashion whenever possible”*. The statement describes more holistic approach to ethical consumerism and probably thus received more negative intentions than the other statements (49,5 % of respondents disagreed or strongly disagreed). This infers that consumers are not willing to entirely trade-off other options and support ethically produced alternatives. However, statement *“It is still worthwhile to buy ethical fashion even if I have to forgo some clothing options”* received over 50 % of agree or strongly agree responses and only 23 % of disagree or strongly disagree answers.

Purchase intentions were also examined in terms of background variables. In the interest to recognize differences between subgroups a series of t-tests and variance test (one-way ANOVA) were run (see results in table 17). The results of these tests were confirmed by running additional non-parametric tests, since all the requirements for parametric test were not met (Nummenmaa 2009, 174; 194). Mann-Whitney U-test was conducted for gender variable and Kruskal-Wallis for ANOVA tests.

Table 17 Purchase intention by background variable

	<b>N</b>	<b>Mean</b>	<b>SD</b>
<b>Total purchase intention</b>	615	3,23	0,99
<b>Age group</b>			
<i>Significant differences between groups (F=7.41, p=.000 / X<sup>2</sup>=29.37, p=.000)</i>			
Under 20	6	3,13	,76
20–24	315	3,09	,98
25–29	204	3,25	,97
20–34	57	3,51	1,03
35 or over	33	3,96	,82
<b>Gender</b>			
<i>No significant differences between groups (t=-1.99, p=0.47 / U=25087, p=0.88)</i>			
Men	111	3,06	1,09
Women	504	3,27	,97
<b>Education</b>			
<i>Significant differences between groups (F=8.88, p=.000 / X<sup>2</sup>=50.5, p=.000)</i>			
Humanities	170	3,60	,90
Mathematics and natural sciences	105	3,17	1,03
Medicine	25	2,93	,88
Law	43	2,92	,96
Social sciences	42	3,60	,86
Education	104	3,14	,97
Economics	126	2,92	1,00
<b>Incomes (euros/month)</b>			
<i>No significant differences between groups (F=1.27, p &gt; .05 / X<sup>2</sup>=2.96, p &gt; .05)</i>			
Under 500	137	3,13	1,05
500–1000	294	3,25	,98
1000–1500	102	3,21	,99
Over 1500	82	3,39	,93

The tests revealed statistically very significant differences between subgroups in regards to two of the background variables; age (F=7.41, p=.000) and education (F=8.88, p=.000). In additions to examining the p-value (the significance level) the F-value is important. If it is considerably greater than 1, the mean of the dependent variable (purchase intention, PI) varies more between the groups of the independent variable than within the groups. This means the mean of PI is significantly different between the

groups of the independent variable in question. (Saastamoinen & Olkkonen 2012, 59–60.)

Also gender received a significant difference according to t-test but the distribution between the subgroups is uneven (men=111 and women=504) which means that the variable does not meet all the requirements for t-test. Thus a retest was performed with Mann-Whitney U-test which concluded that different genders did not display significantly different results of purchase intention of ethical fashion.

To further examine the differences in purchase intentions between age groups a post-hoc analysis (LSD, Bonferroni corrected) was conducted. Results showed that respondents aged 30 to 34 (difference in means .42,  $p=.015$ ) as well as 35 or over (difference of means .87,  $p=.000$ ) had significantly greater purchase intentions than 20–24 year olds. 35-year old and older respondents also have significantly greater purchase intentions (difference in means .72,  $p=.000$ ) than 25–29-year olds. No other statistically significant differences were found between the age groups.

Another variable with significant differences among the subgroups was education. This could be perhaps explained with ethical fashion consumption being closely related to lifestyle choices and the chosen field of education is also often stereotypically linked to some level of lifestyle choice. The faculties of humanities and social sciences differentiated clearly as having higher purchase intentions than most other faculties. Respondents from humanities had in fact higher purchase intentions than any other faculty. Statistically significant differences in means were with law (.68,  $p=.000$ ), economics (.68,  $p=.000$ ), medicine (.67,  $p=.007$ ), education (.46,  $p=.000$ ) and mathematics and natural sciences (.43,  $p=.000$ ). Respondents from social sciences had significantly greater purchase intention than respondents from faculties of law (difference in means .67,  $p=.007$ ), economics (.67,  $p=.000$ ) and medicine (.66,  $p=.042$ ). Humanities and social sciences are fields of education focusing on human behavior, history, culture and the society. Thus the students may be more aware and interested in the ethical side of fashion consumption.

### ***5.3.2 Describing purchase intention of ethical fashion with vignettes***

In addition to the sum variable formed from Likert questions vignettes were used as a comparative method to measure purchase intentions. Vignettes also aim to create more realistic decision-making context and receive more truthful answers to purchase intentions (Wason et al. 2002, 42).

Table 18 The vignettes measuring purchase intention

Vignette 1 (Q7) Environmental negative	<i>Consumer A encounters an apparel item in a store B that they want to buy. However, the apparel item has two versions: an inorganic option as well as an organic option. The organic option is price is 20 percent higher than the inorganic option. After careful consideration consumer A decides to purchase the inorganic apparel option. What are the chances that you would do the same as consumer A?</i>
Vignette 2 (Q8) Environmental positive	<i>Consumer A has recently learned that retailer C orders from a manufacturing facility that significantly pollutes the nearby environment and the area surrounding the factory is now more or less wasteland. Nevertheless, consumer A would like to buy a pair of pants from the retailer C. After consideration consumer A doesn't buy the pants from retailer C because they don't want to support a company that harms the environment. What are the chances you would do the same as consumer A?</i>
Vignette 3 (Q9) Sweatshop positive	<i>Consumer A has encountered two apparels he/she likes and wants to buy. The first one is from store D; the brand has been accused of using child labor in their production facilities. The other piece of clothing is from store E, which promotes human rights issues and makes an effort to have ethical production process. However, the apparel from store E is 20 % more expensive than the apparel in store D. After careful consideration consumer A decides to buy the apparel from store E because they don't want support a brand that uses child labor. What are the chances you would do the same as consumer A?</i>
Vignette 4 (Q10) Sweatshop negative	<i>Consumer A has heard the news about a big fire breaking out in an apparel factory in Bangladesh. The destruction was great and there were human casualties. The fire was caused by poor maintenance of the building and ignorance of safety instructions by the managers. Consumer A has found a shirt from retailer F that they really like but it was told in the news that retailer F is one those who have ordered apparel from this specific factory. Consumer A nevertheless decides to purchase the shirt from retailer F. What are the chances you would do the same as consumer A?</i>

The four vignettes presented two situations relating to environmental issues and two relating to sweatshop issues (table 18). The alternatives given where would you definitely not act (0) or definitely would act (10) as described in the situation. Value 5 would be considered as neutral. The vignettes as presented for the respondents can be seen in Appendix 1 (questions 7–10) (in Finnish).

Table 19 The descriptives of vignettes

	<b>Vignette 1 (Q7)</b> Environmental negative	<b>Vignette 2 (Q8)</b> Environmental positive	<b>Vignette 3 (Q9)</b> Sweatshop positive	<b>Vignette 4 (Q10)</b> Sweatshop negative
<b>Mean</b>	4,84	7,26	7,28	4,04
<b>Skewness</b>	,132	-,894	-,969	,178

All the mean and skewness values are shown in table 19. The mean values received from vignettes were similarly low for Q7 (4.84) and Q10 (4.04) and higher for Q8 (7.26) and Q9 (7.28). Q7 and Q10 described situations where the consumer chose to purchase an unethical alternative. Q8 and Q9 on the contrary presented situations where the consumer chose to act ethically (boycott/choose ethical alternative). The vignettes that described consumer acting ethically (boycotting or choosing the ethical alternative) received stronger opinions than the vignettes where consumer acted unethically. In these the respondents expressed only slight disagreement. Also, the vignettes concerning sweatshop issues had slightly more skewness than the environmental ones and the mean values were closer to the extremes. This could indicate that people respond more strongly to human rights issues which is also supported by previous research (Shen et al. 2012, 238; Shaw & Tomolillo 2004, 149).

From the vignettes the first one described a situation where consumer did not choose the eco-fashion option and the second a situation where the consumer decided to boycott the environmentally harmful company. The mean value (4.84) of the first vignette indicates that it received rather dispersed answers as the neutral option (5) did not in fact receive a significant share. However, the answers did slightly still support not doing what was described in the first vignette (buying the inorganic option).

The second vignette described a situation where consumer boycotted the retailer by not purchasing an item because of polluting issue in a manufacturing facility. This vignette received much stronger responses. Almost 80 % of respondents answered that they would do (values 6–10) as described in the situation. Also, over 55 % respondents expressed quite strong agreement by choosing values 8, 9 or 10 (10=definitely would). It must be remembered however, that respondents can place different emphasis of response options when using opinion scales. Thus the interpretation is not completely unquestionable.

Vignettes 3 and 4 (Q9 and Q10) on the other hand dealt with situation relating to sweatshop issues. Vignette 3 described an issue related to retailers of which was accused of using child labor. In this situation the consumer chose the other retailer that invested in fair labor conditions even though the option was 20 % more expensive. Most of the responses (80% >) indicated that respondents would have refrained from supporting the retailer accused of child labor. This particular vignette received the strongest opinions which is consistent with some previous researches that noted that human rights issues and especially child labor is most influential issue to consumers (Shen et al. 2012, 238; Carey & Cervellon 2014, 469). Only 11,5 % of respondents stated that they would not have chosen the ethically produced option (values 1–4).

The last vignette (Q10) received a mean value of 4,04 which is the lowest one. It described a situation where human casualties were caused by a fire in a factory that is used by the retailer consumer buys a shirt from. 56 % of respondents expressed that

they would not act (1–4) as described. However, most responses were actually distributed between values 2–6 and the mean value (4,04) does not significantly differentiate from the neutral value. Thus, this situation caused respondents to disperse in their actions even though slightly negative stance was detected, much like the first vignette.

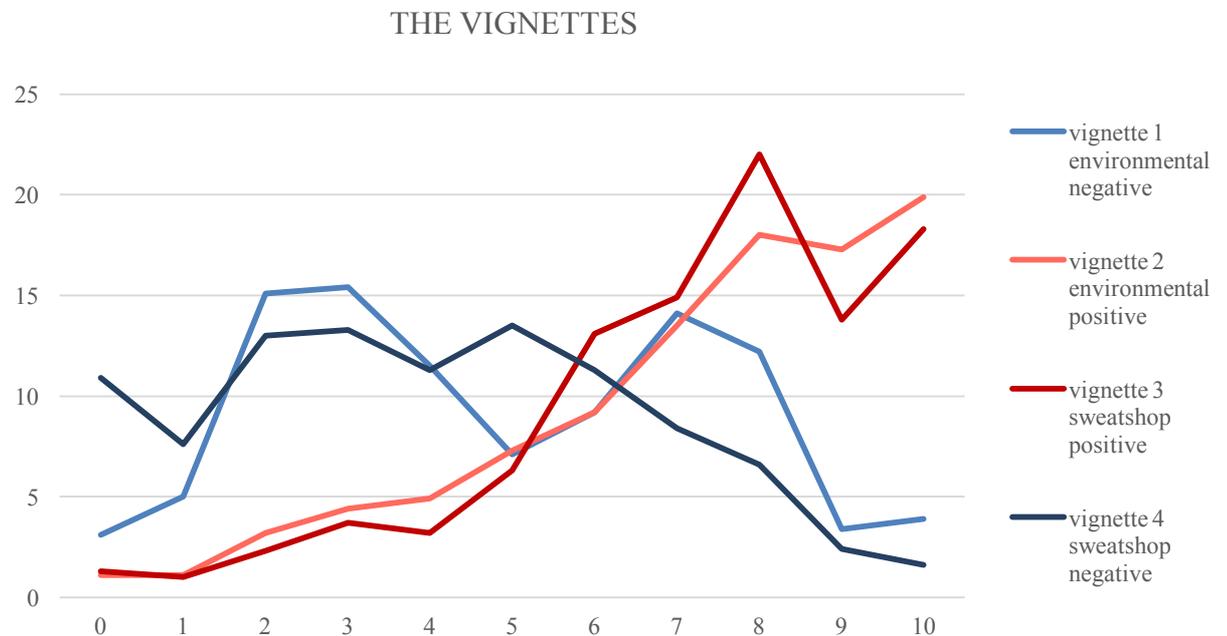


Figure 14 Vignettes describing purchase intention

In figure 14 the blue lines represent the negative vignettes (consumer acted unethically) and the red lines represent the positive (consumer acted ethically) vignettes. It can be seen from the figure that the direction (positive or negative) of the vignette had a great effect on responses. The positive situations got much clearer upward line (a lot of agreeing responses, very little disagreement). The negative situations do not present a clear declining linearity but had in fact much more even distribution of answers (almost equal amounts of disagreement and agreement). Also the descriptive values indicated this pattern (in table 19).

### 5.3.3 Attitudes relationship to purchase intentions

The causal relationship between attitudes towards buying ethical fashion and purchase intention of ethical fashion were examined with linear regression analysis. The model examines the relationship between the independent variables and the dependent variable. By creating a mathematical presentation of the relationship between two variables,

predicting the other variable when the other is known becomes possible (Nummenmaa 2009, 309).

The F-ratio indicates that the regression model significantly predicts purchase intention of ethical fashion and thus the model fits well for this data. It can also be concluded that attitudes toward buying ethical fashion contribute significantly ( $p < 0.05$ ) to predicting purchase intentions. The correlations between attitudes and purchase intentions was 0.749 and the  $R^2$  value reveals that attitudes towards buying account for 56 % of the variance in purchase intentions. The positive Beta coefficient shows that when (positive) attitudes towards buying ethical fashion increase purchase intentions of ethical fashion increases. All values can be seen from table 20.

Table 20 Regression analysis for purchase intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	$R^2$
	B	Std. Error	Beta			
1 (Constant)	-,699	,143		-4,90	,000	
Attitude towards buying ethical fashion	1,010	,036	,749	28,01	,000	0,56

a. Dependent Variable: Purchase intention of ethical fashion

Regression analysis was also done to the vignettes and attitude sum variable in order to receive comparative values and increase the trustworthiness of the results (see table 21). In case of the first vignette (Q7) 22,2 % of purchase intention was explained by attitudes towards buying ethical fashion. The correlation was negative (-.472) since the statement was reversed. It indicated that as positive attitudes towards buying ethical fashion increased the purchase intention of unethical alternative decreased. Which would indicate positive relationship between attitudes and purchase intention of ethical fashion. The fourth vignette (Q10) (received nearly same values) can be interpreted similarly. It was also reversed but dealt with sweatshop issue. Also the second (Q8) and third (Q9) vignettes received very similar positive correlation with attitudes towards buying ethical fashion.

Table 21 Regression analysis for vignettes

	Adjusted R Square	Standardized coefficient (Beta)	Sig.
<b>Vignette 1</b> Environmental – negative	.222 (22,2 %)	-.472	.000
<b>Vignette 2</b> Environmental – positive	.303 (30,3 %)	.552	.000
<b>Vignette 3</b> Sweatshop – positive	.299 (29,9 %)	.548	.000
<b>Vignette 4</b> Sweatshop – negative	.225 (22,5 %)	-.476	.000

It can thus be concluded that even though the explanatory percentages were not as large as in the sum variable, the regression analysis of the vignettes supported the findings that attitudes towards buying ethical fashion positively correlate with purchase intention of ethical fashion. The fourth hypothesis can be accepted:

*H4: Positive attitudes towards buying ethical fashion increase consumer's purchase intention of ethical fashion.*

## 5.4 Summarizing the results

The research was aimed at examining young Finnish consumers' purchase intentions of ethical fashion as well as the attitudes and beliefs behind it. These were examined with three research questions and five hypotheses formed based on theory.

The research was based on a theory widely used in consumer research and extensively applied in behavioral models. (Shaw 2005, 138). Ajzen's (2005, 117) theory of planned behavior aims to understand behavior by identifying the determinants of behavioral intentions. Also, the research of Shen et al. (2012) on the impact of ethical fashion on consumer's purchase behavior was a reference point for determining the significance of the beliefs about the fashion industry and the division into BSI and BEI. This is how purchase intention of ethical fashion was chosen as the dependent variable and attitudes towards buying ethical fashion and beliefs about sweatshop issues and environmental issues were chosen as the independent variables. By studying the determinants of purchase intention assumptions about actual purchase behavior can be made.

According to the research results young consumers' purchase intentions were positive (mean 3.23 and standard deviation .99, scale 1–5). Almost half (46,6 %) of the respondents expressed positive purchase intentions. The relationship between the dependent variable (purchase intention) and independent variables, attitude and beliefs, were

first examined with correlation analysis. In this final correlation analysis (table 22), the vignettes were included as well since they were also used to measure purchase intentions. All the correlations are significant at level 0.001. Thus, all variables had statistically very significant correlation to the dependent variable.

Table 22 Correlation matrix

	BSI	BEI	ATBEF	PIEF	V1	V2	V3	V4
Beliefs about sweatshop issues (BSI)	1 ,611							
Beliefs about environmental issues (BEI)	,432** ,000 ,611	1 ,616						
Attitude towards buying ethical fashion (ATBEF)	-,249** ,000 ,611	-,288** ,000 ,616	1 ,617					
Purchase intention of ethical fashion (PIEF)	-,252** ,000 ,609	-,324** ,000 ,614	,749** ,000 ,615	1 ,615				
Vignette 1 Environmental	,147** ,000 ,611	,266** ,000 ,616	-,472** ,000 ,617	-,548** ,000 ,615	1 ,617			
Vignette 2 Environmental	-,148** ,000 ,611	-,209** ,000 ,616	,552** ,000 ,617	,474** ,000 ,615	-,329** ,000 ,617	1 ,617		
Vignette 3 Sweatshop	-,141** ,000 ,611	-,214** ,000 ,616	,548** ,000 ,617	,567** ,000 ,615	-,497** ,000 ,617	,575** ,000 ,617	1 ,617	
Vignette 4 Sweatshop	,230** ,000 ,611	,283** ,000 ,616	-,476** ,000 ,617	-,511** ,000 ,615	,425** ,000 ,617	-,476** ,000 ,617	-,487** ,000 ,617	1 ,617

As shown in table 22 all but vignette 2 correlated highest with the purchase intention sum variable if correlations to other vignettes are excluded. This would indicate that they served their purpose in measuring purchase intentions as a comparative method. They also correlated significantly with attitudes toward buying ethical fashion.

What can also be seen from the correlations is that attitudes and purchase intentions correlate very well each other. Beliefs about sweatshop issues and environmental issues also correlate significantly with attitudes and when they are compared environmental issues have greater correlation ( $-.288 > -.249$ ) with attitudes. In conclusion, beliefs have highly significant relationship with attitudes toward sweatshop issues. However, environmental issues have higher correlation. Attitudes towards buying ethical fashion in

turn had significant relationship with purchase intentions of ethical fashion. These are shown in figure 15.

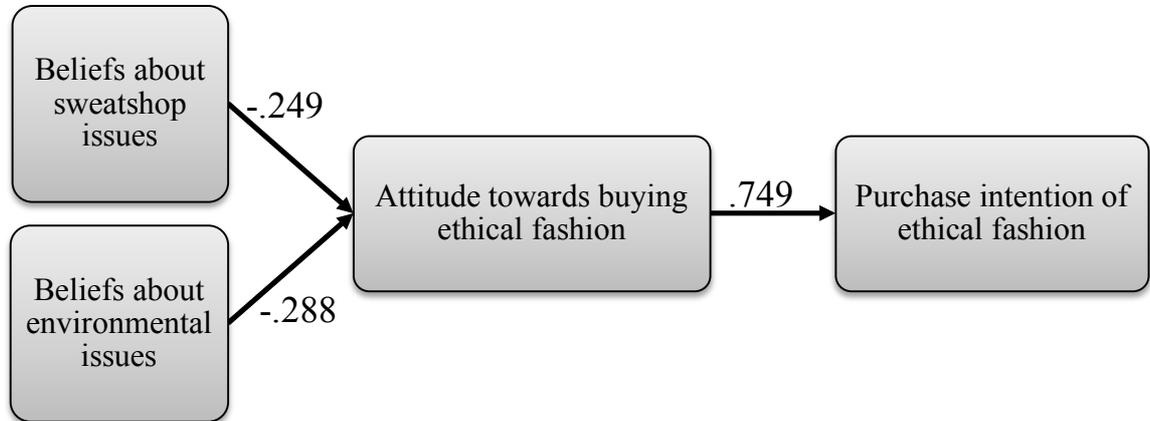


Figure 15 The research framework results

The vignettes had significant correlation with both attitudes and purchase intentions. However, the relationship between attitudes and intentions was greater when sum variables were used rather than the vignettes, as can be seen by comparing figures 15 and 16. The negative values received in the case of vignette 1 and 4 can be explained with the negative nature of the purchase (unethical decision). In these scenarios smaller values indicated ethical action and bigger values indicated unethical purchase decision. Overall all the vignettes did support the research hypothesis that positive attitudes toward buying ethical fashion increased the purchase intention of ethical fashion.

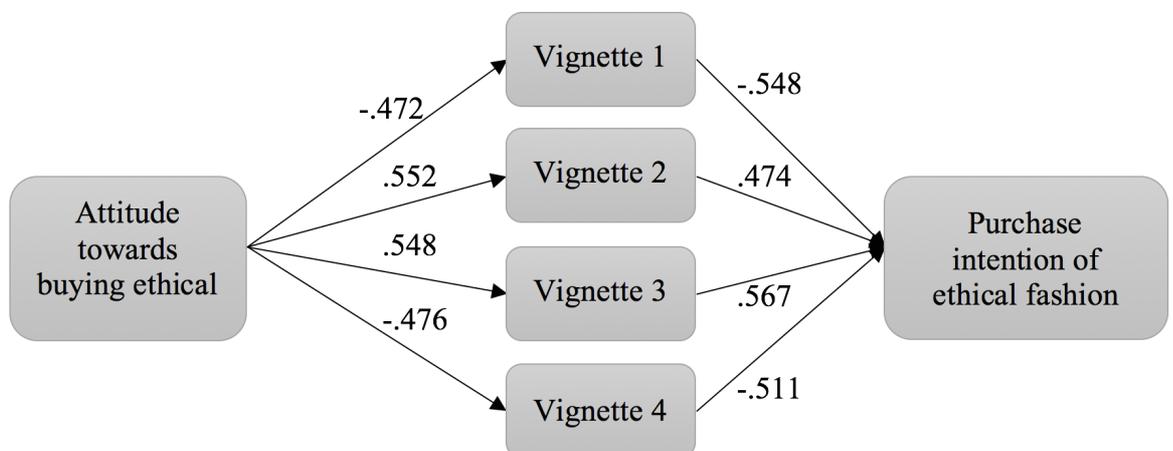


Figure 16 The relationship between attitudes, vignettes and purchase intentions

Correlation analysis proofed there is linear connection between the variables but did not provide information about the quality of the relationship (Nummenmaa 2009, 309). In order to better understand the relationship between variables, several regression analyses were conducted to examine beliefs and attitudes relationship as well as attitudes and intentions relationship. The summary of these results can be found from table 23. Analyses were also done with background variables to compare their relation to the dependent variable.

Table 23 Summary of regression analysis

	<b>B</b>	<b>Std. B</b>	<b>Adjusted R<sup>2</sup></b>	<b>T-test</b>	<b>Sig.</b>
<i>Dependent variable: Attitude towards buying ethical fashion</i>					
Separately					
<b>Beliefs about sweatshop issues</b>	-.270	-.249	.060	-6.343	.000
<b>Beliefs about environmental issues</b>	-.289	-.288	.081	-7.445	.000
Both together					
<b>Beliefs about sweatshop issues</b>	-.165	-.152	0.10	-3.580	.000
<b>Beliefs about environmental issues</b>	-.227	-.223		-5.245	.000
<i>Dependent variable: Purchase intention of ethical fashion</i>					
<b>Attitudes toward buying ethical fashion</b>	1.010	.749	.561	28.008	.000

After the analyses four of the five hypotheses created were supported and one was rejected. The supported hypotheses supported the theory and previous research. The third hypothesis was divided into two alternative parts. Even though many previous researches found sweatshop issues to be more influential on consumer, here the environmental issues had greater correlation to attitudes. All the research hypotheses are presented in table 24.

Table 24 Supported and rejected hypotheses

<i>H1: The more negative consumer's beliefs of sweatshop issues are the more positive attitudes they have towards buying ethical fashion.</i>	→ Supported
<i>H2: The more negative consumer's beliefs of environmental issues are the more positive attitudes they have towards buying ethical fashion.</i>	→ Supported
<i>H3a: Sweatshop issues have greater influence on consumer's attitudes towards buying ethical fashion than environmental issues.</i>	→ Rejected
<i>H3b: Environmental issues have greater influence on consumer's attitudes towards buying ethical fashion than sweatshop issues.</i>	→ Supported
<i>H4: Positive attitudes towards buying ethical fashion increase consumer's purchase intention of ethical fashion.</i>	→ Supported

## 6 DISCUSSION AND CONCLUSIONS

In this section the results of this research are summarized and the contribution to theory and practice is examined. Also, the reliability and validity of the study is critically addressed and future research suggestions are made.

### 6.1 Theoretical implications

There are several different ways this study contributes to the current literature of ethical fashion and ethical consumerism. Firstly, the established theory of planned behavior was tested on the Finnish consumers in Finnish market. It was also applied to the ethical fashion context with a slightly different viewpoint than before (the comparison of sweatshop and environmental beliefs was integrated into the theory successfully, and the focus was the affect of attitudes as determinants of intentions). With the research model it was also proved that attitudes and intentions can be quantitatively measured. This is promising given that purchase intentions and attitudes are both abstract concepts and studying them in a concrete way is important. Especially since purchase intentions can be used to predict actual purchase behavior of consumers.

With the created model, 56 % of purchase intentions of ethical fashion could be explained with attitudes towards buying ethical fashion. Together beliefs about sweatshop and environmental issues accounted for only 10 % of attitudes toward buying ethical fashion. This was expected since the theory states that a set of beliefs underlie attitudes. Nevertheless, the studied beliefs had statistically significant influence on attitudes.

Secondly, this study contributes more current information on the subject. The research conducted in the field of ethical fashion has been quite little taking into account the relevance and topicality of the subject. Also, the field changes rapidly because of new developments in the industry and thus the research should be updated. Technological developments have influenced on consumers' awareness and since ethical issues have gained attention, companies are taking more action to remain in the good books of consumers (Newholm & Shaw 2007, 254; Phau et al. 2015, 169).

Thirdly, the study showed that young Finnish consumers hold positive attitudes towards buying ethical fashion as well as positive purchase intentions of ethical fashion. This is consistent with previous studies (e.g. Niimäki 2010). Also, the relationship between attitudes and intentions was significant. When positive attitudes towards buying ethical fashion increase so do the purchase intentions of ethical fashion.

Fourth, the beliefs of young Finnish consumers about sweatshop issues and environmental issues were found to be mostly negative. Consumers seemed to hold more extreme opinions about sweatshop issues than environmental issues. The study also

showed that the more negative beliefs consumer has of sweatshop issues and environmental issues the more positive their attitudes toward buying ethical fashion will be.

Fifth, interestingly, the findings indicate that environmental issues have in fact bigger correlation with attitudes than sweatshop issues. This is contrary to previous research which mostly suggests that people issues take priority. The different result could be due to variation between nationalities or the different times researches were conducted or maybe socio-economic differences between the samples. It could also be due because in fashion purchasing feel is an important factor and eco-fashion is perhaps more tangible to the consumers than sweat-free fashion (organic materials vs. use of child labor) (Joergens 2006, 363). There is also a debate going on whether sweatshop conditions are self-evidently immoral and bad since they often provide better alternative than what otherwise would be available for the workers (Powell & Skarbek 2006, 271). Thus, environmental harm could be seen more clearly as wrongdoing since there is no evident debate whether environmental harm of production should be minimized.

Sixth, the study revealed some new information of the differences in attitudes and purchase intentions among students from different faculties as well as age groups. Humanities and social science students held the most positive attitudes and purchase intentions of ethical fashion. They also held the most negative beliefs about the fashion industry. Least positive attitudes and intentions had the students from law and economics. This difference could be based on the different prevailing personality types and lifestyles enrolled in these fields since they differ quite radically from each other. Thus faculties of education could be considered as one factor differentiating consumer groups.

From age groups, the over 30-year old consumers held the most positive attitudes and purchase intentions towards ethical fashion. Previous studies have also found differences among age groups but this study produced new information considering the field of study. Beliefs, attitudes and purchase intentions of ethical fashion have not been studied in this context before. The result of this study also contribute to international comparison of the subject. This is the first study relating to the broad concept of ethical fashion that is conducted on Finnish consumers.

Finally, in an attempt to tackle the issue of attitude-behavior gap this study found a significant relationship between the positive attitudes towards buying and positive purchase intentions. Since attitude toward behavior and intention correlate, the attitude-behavior gap could be resulted from the inconsistent relationship between purchase intention and actual purchases of ethical fashion. Some of the attitude-behavior is created by social desirability bias which often affects consumers' answers in ethical matters (Worcester & Dawkins 2005, 197). It could explain difference between reported intentions and actual behavior. The inconsistency could also be the result of measuring atti-

tudes and intentions in a too general level when their correlation to behavior is difficult to make (Fishbein & Ajzen 1975, 291–292).

## **6.2 Managerial implications**

This study provides relevant insight for marketing practitioners as well as other parties working in the fashion industry. It is important for companies to acknowledge the factors behind the purchase decision.

First, as shown in the results, attitudes are affected by negative beliefs about the fashion industry. To companies this means that negative beliefs about the industry increase positive attitudes towards buying from ethical brands. As fashion industry is one of the most closely connected industries to sweatshop issues companies should invest in making their brand more ethical in consumer's mind (Bachman 2000, 31). Beliefs represent the perceived knowledge of consumers thus, companies should transparently report about ethical practices in their supply chains and conduct business within the ethical guidelines in order to prevent bad publicity created by consumers' negative beliefs (Ajzen & Fishbein 1980, 62).

Also, in marketing efforts companies should promote positive beliefs about their production practices, thus enticing consumers to purchase the ethical alternative from them. By bringing the sweatshop issues and environmental issues to consumers' knowledge, companies can arouse their interest towards ethical fashion. However, as noted previously in fashion consumption ethical criterion is often secondary if more traditional criteria are not met. Thus companies should not forget the importance of the products quality, style and price. (Gupta and Hodges 2012, 223; Iwanow et al. 2005, 382.)

Second, beliefs about environmental issues had more influence on attitudes than sweatshop beliefs. This should also be taken into consideration in marketing efforts. According to this research young Finnish consumers respond more to environmental issues than sweatshop issues, thus by emphasizing environmental responsibility consumers might be more prone to have purchase intentions of ethical fashion. By branding the company as primarily ecological consumers could show more interest to it.

Third, young Finnish consumers hold positive attitudes towards buying ethical fashion as well as positive purchase intentions of ethical fashion. This could indicate that Finland is a good market for ethical fashion brands. It could also mean that young consumers represent the target group for ethical fashion. However, this conclusion can not reliably be made since this study was conducted primarily on young consumers (university students). Also, it was concluded that the older segment of consumers (over 30-year olds) had the most positive attitudes and purchase intentions towards ethical fashion.

The beliefs, attitudes and intentions varied also according to education. Students of humanities and social sciences showed significantly more positive attitudes towards buying ethical fashion as well as positive purchase intentions than other students. Supporting the theory these students also held the most negative beliefs about sweatshop and environmental issues. Law students on the other hand had mostly positive beliefs about the environmental issues.

This indicates that education background could be a valid determinant for companies in creating different consumer segments. Certain types of people enroll in these studies and some are more prone to positive attitudes and intentions of ethical fashion. Especially students from humanities and social sciences seem a target market for ethical fashion companies. To law students environmental issues might not work as an incentive to invest in ethical fashion since they believe the production practices of fashion are not that environmentally harmful.

Overall, consumers purchase intention can be mostly predicted by their attitude toward buying ethical fashion and further the attitude toward buying can be to some extent predicted by how negative their beliefs of fashion industry are. By these measures companies can attempt to predict the demand for ethical fashion.

### **6.3 Limitations of the study and future research**

Although this research did gain insight into consumer's purchase intention and the factors behind it, it can not provide specific instructions on how to maximize consumer's purchase intention. The complexity of human behavior ensures that marketers can only estimate what aspects influence certain people the most.

Earlier the construct validity and reliability of measures was examined. But in order to examine the quality of the whole research other factors must be evaluated. Often the generalizability of result is problematic for studies. It brings up some issues also in this research. Firstly, the sample was collected from young adults who are a relevant consumer group for fashion products (Carrigan & Attala 2001, 570). However, the fact that the sample is only collected from university students is limiting its generalizability. Also because the sample only consists Finnish students these results can not be generalized to other nationalities.

Also since the sample was collected by contacting students through university's or student associations' mailing lists, it only reached those that were subscribers in the lists. Thus, it may have molded the sample by involving only the most active students. Also since the questionnaire was sent out in May 2015 before the summer holidays some students might have already stopped reading their school email. Since answering

was voluntary it may have encouraged only the ones interested in the topic to answer. This could explain the positive attitudes and purchase intentions of the consumers.

On the other hand, the large sample size ( $n=617$ ) improves generalizability. Incentives (two gift cards) were used to achieve that. Also, the questionnaire could only be answered once from one device, in order to eliminate multiple responses from the same person. Then again, the high nonresponse rate could undermine the reliability. In order to get a representative sample perhaps future researches could conduct the survey at the mall or sent the questionnaire to online retailer's customers. This way the respondents most likely would compose a sample representative of the target group.

Since the research focused on examining attitudes toward buying ethical fashion the results can not be applied directly to attitudes toward ethical fashion. As Ajzen and Fishbein (1980, 8) emphasized, the theoretical aspect is that attitude toward a behavior can predict behavioral intention better than attitude toward an object. Obviously there are numerous other factors that influence consumers' purchase intentions that were not examined in this study because of limited resources. According to the theory of planned behavior intentions are also affected by subjective norm and perceive behavioral control. In future research these two factors could be examined in more detail and the affect of all the three determinants should be measured on purchase intentions of ethical fashion. In order to resolve the attitude-behavior gap, also studying the actual purchase behavior of consumers after examining their attitudes and intentions would be interesting. This way the dissonance could be detected and examined.

The data supported the theory and that adds credibility. Each measure had at least 4–6 items and the reliabilities of the measures were good. However, the factor analysis did not directly result into the division of constructs that was intended. Thus some items internal validity could be questioned. This is a risk since the questions were not directly replicated but modified and some were added for the purposes of this study. Also since the subject of the research dealt with ethical decisions the sensitivity might make respondents answer dishonestly in an attempt to “say the right thing”. This social desirability bias has already been recognized as a problem with similar studies previously. The online form of the questionnaire might eliminate the pressure of the researcher's approval. However, ensuring completely honest responses is extremely difficult.

It would be interesting to see whether there are differences between nationalities in beliefs about the fashion industry or attitudes and intentions towards ethical fashion. Thus, the research should be extended to other countries and this way add internationality of the results. Even though quantitative method had its advantages, for future research the qualitative approach and in depth interviews could also give more comprehensive understanding of consumer's attitudes and purchase decision-making of ethical fashion. Finally, the used model is not perfect or exhaustive and thus even better ways to measure attitudes and purchase intentions of ethical fashion should be developed.

Especially because ethical fashion is a growing market and consumer consciousness increases every day (Joergens 2006, 360; Carey & Cervellon 2014, 483).

## 7 SUMMARY

The fast pace nature of the fashion industry means rapid style changes and increasing competition in tight deadlines and prices. Globalization and technological developments on the other hand have brought the labor intense industry closer to the developing countries with inexpensive production costs. (Gupta & Hodges 2012, 217; Beard 2008, 449.) This has led to the rise of exploitation of human and natural resources (Powell & Skarbek 2006, 263). The fashion industry has been lacking behind in tackling these issues because before the average consumer did not question the production practices behind the products. However, this has changed and today consumers are aware of the ethical impact of their purchase decisions. (Beard 2008, 448–449.)

Ethical fashion has arisen to answer consumers' demands for more responsible and sustainable options (Shen et al. 2012, 234). Also companies have started to promote ethical fashion consumption (Machiraju & Sadachar 2014, 358). The term ethical fashion is defined as apparel that incorporates fair trade principles, sweatshop-free labor conditions and minimal harm to the environment in its production (Joergens 2006, 361). The trend of ethical fashion consumption sparked the interest of the academic world as well and several studies have been done in the context of ethical fashion. (Machiraju & Sadachar 2014, 358.) Despite the growing percentages of ethical beliefs and positive attitudes the lack of ethical purchases has puzzled professionals. The phenomenon is called the attitude-behavior gap. (Carrigan & Attala 2001, 566.)

This research focused on consumer's purchase intentions of ethical fashion and the factors behind it. The purchase intentions of consumers can predict their actual purchase behavior according to the theory of planned behavior (Shaw 2005, 138). Companies need to understand the dissonance of consumers' positive attitudes and lack of buying in order to fully grasp the potential of the market (Shaw et al. 2006, 439).

The research was based on the Ajzen's (2005, 117) well established theory of planned behavior which recognizes the relationship between attitudes towards behavior and behavioral intention. The theory also states that a set of beliefs act as determinants of attitudes (Fishbein & Ajzen 1975, 14). To understand the ethical side of fashion production comprehensively sweatshop issues and environmental issues were studied. To contribute further to the existing research, the effect of these two issues on consumer's attitudes was also compared.

The research objective was to *examine and compare the effects of beliefs of sweatshop issues and environmental issues on consumer's attitudes of buying ethical fashion and to examine the effect of attitudes toward buying ethical fashion on purchase intentions of ethical fashion.*

Three research questions were formed from the research objective:

- What effect the beliefs of sweatshop issues and environmental issues have on consumer's attitudes towards buying ethical fashion?
- Which influences more on attitudes towards buying ethical fashion, beliefs about sweatshop issues or environmental issues?
- What is the effect consumer's attitude towards buying ethical fashion has on their purchase intention of ethical fashion?

The study was conducted on young Finnish consumers, more accurately on the students of University of Turku. An online survey was used to study consumer's beliefs, attitudes and purchase intentions. The respondents were chosen by random sampling and reached through email lists of the faculties and student organizations. The questionnaire was sent to little over 6500 students and 617 responses were received giving a response rate of approximately 9,5 %. 82 % of the respondents were women and over half were between the ages of 20–24. Responses were received well from all the faculties. However, medicine was little underrepresented.

The collected data was analyzed with correlation and regression analysis as well as with the descriptive values and distribution of the variables. Before analysis the reliability of the measures was examined with Cronbach's Alpha. The validity of the measures on the other hand was examined with factor analysis and Pearson's correlation analysis to ensure that the desired aspects were measured. (Holopainen & Pulkkinen 2012, 16).

Overall, young Finnish consumers had positive purchase intention of ethical fashion. Also attitudes towards buying ethical fashion were positive and the more positive attitudes consumers had the more positive their purchase intentions were. The results indicate that in addition to previously found positive attitudes to ethical fashion consumers also hold positive attitudes and intentions towards buying it. For the young Finnish consumers, environmental issues had greater influence than sweatshop issues on the attitudes towards buying. This encourages companies to continue to invest in ethical production and specially to pay attention to environmental sustainability. Environmental issues could also be more influential in marketing efforts.

By comparing the purchase intentions with background variables some interesting differences among the consumers were found. The students from humanities and social sciences had the most positive purchase intentions and attitudes. They also held the most negative beliefs about sweatshop and environmental issues. Education in fact seemed to be the factor that created the clearest differences among the respondents. This could stem from different personalities and lifestyles that prevail in different fields of education. This also suggests that the best target market for ethical fashion could be selected by the education background of consumers.

The attitudes towards ethical fashion are positive and consumers have positive purchase intentions as well. These are influenced by the beliefs about the fashion industry. Understanding consumer's motivations behind their purchase decision is critical to

companies. Companies should provide consumers with more alternatives in the ethical field and promote ethical business practices. Looking more closely the two other determinants of purchase intentions, perceived behavioral control and subjective norm, would be interesting for future research in the field of ethical fashion. Also, conducting the study in another country would give the results international comparative value. Finally, it would be beneficial to study consumer's actual purchase behavior to see whether positive attitudes and intentions translate into buying.

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## APPENDIX 1

### Turun Yliopiston opiskelijoiden asenteet ja ostoaiheet eettistä muotia kohtaan

Kyselyn avulla selvitetään hikipajoihin (engl. sweatshop) ja ekologiseen muotiin liittyvien asioiden vaikutusta Turun yliopiston opiskelijoiden asenteisiin ja ostoaikeisiin.

Hikipaja on työympäristö, jota pidetään työehdoiltaan ja -oloiltaan huonona. Tässä tutkimuksessa erityisesti palkat, työtunnit, työturvallisuus, lapsi- ja orjatyövoima on nostettu tarkasteluun. Ekologisen muodin asiat käsittävät puolestaan tuotannon ekologisuuden, orgaanisten materiaalien käytön ja saastuttamisen.

Jättämällä yhteystietosi kyselyn lopussa osallistut 2kpl 30€ Intersport Skanssin lahjakortin arvontaan. Arvonta suoritetaan 1.6.2015.

Kyselyn tekemiseen menee noin 10 minuuttia.

#### 1. Ikä. \*

- alle 20
- 20-24
- 25-29
- 30-34
- 35 tai yli

#### 2. Sukupuoli \*

- Mies
- Nainen

#### 3. Koulutusala \*

- Humanistinen
- Matemaattis-luonnontieteellinen
- Lääketieteellinen



liittyvistä ihmisoikeusasioista ja työskentelyolosuhteista.

- g) Muodin tuottajien tuotantokäytännöt ovat yleensä ekologisia. ○ ○ ○ ○ ○ ○ ○ ○
- h) Vaatteiden pesulapuissa ilmaistaan yleensä selkeästi tuotteen alkuperämaa ja valmistusmateriaalit. ○ ○ ○ ○ ○ ○ ○ ○
- i) Myrkyllisten kemikaalien käyttö muodin tuotannossa on yleistä. ○ ○ ○ ○ ○ ○ ○ ○
- j) Muodin tuotannosta syntyy yleensä paljon saasteita luontoon. ○ ○ ○ ○ ○ ○ ○ ○
- k) Orgaanisten materiaalien käyttö säästää luontoa ja tuotannon työntekijöitä myrkyllisiltä kemikaaleilta. ○ ○ ○ ○ ○ ○ ○ ○
- l) Uskon, että yritykset tiedottavat ympäristöasioista muodin tuotantoteollisuudessa. ○ ○ ○ ○ ○ ○ ○ ○

6. Vastaa sen mukaan, mikä kuvastaa parhaiten näkemystäsi. (1 = Täysin eri mieltä, 2 = Jokseenkin eri mieltä, 3 = Ei eri eikä samaa mieltä, 4 = Jokseenkin samaa mieltä, 5 = Täysin samaa mieltä, 0 = En osaa sanoa) \*

*Eettinen muoti* tutkimuksessa määritellään muodiksi, joka on tuotettu Reilun Kaupan periaatteiden mukaisesti ilman hikipajatyöoloja ja prosessin ympäristöhaittoja minimoiden.

- |  | 1 | 2 | 3 | 4 | 5 | 0 |
|--|---|---|---|---|---|---|
| a) Minua häiritsee, jos ystäväni ja tuttavani kannustavat minua ostamaan eettistä muotia.                  | ○ | ○ | ○ | ○ | ○ | ○ |
| b) Se, että ostan eettistä muotia, on hyväksi minulle.   | ○ | ○ | ○ | ○ | ○ | ○ |
| c) Minulle on tärkeää, että ostamani vaate on valmistettu turvalisissä ja oikeudenmukaisissa olosuhteissa. | ○ | ○ | ○ | ○ | ○ | ○ |
| d) Suosittelisin eettistä muotia myyviä vähittäismyyjiä ystävilleni ja perheelleni.                        | ○ | ○ | ○ | ○ | ○ | ○ |
| e) Eettisen muodin ostaminen on hyvä asia, koska se vaikuttaa positiivisesti yhteiskuntaan.                | ○ | ○ | ○ | ○ | ○ | ○ |
| f) Minulle on tärkeää, että ostamani vaate on valmistettu ympäristöystävällisesti.                         | ○ | ○ | ○ | ○ | ○ | ○ |
| g) Olen valmis maksamaan lisähintaa eettisestä muodista.   | ○ | ○ | ○ | ○ | ○ | ○ |
| h) Eettisen muodin ostaminen kannattaa, vaikka joutuisin luopumaan joistakin vaatevaihtoehtoista.          | ○ | ○ | ○ | ○ | ○ | ○ |
| i) Ostan eettisesti tuotettua muotia aina, kun se on mahdollista.  | ○ | ○ | ○ | ○ | ○ | ○ |
| j) Kun seuraavan kerran hankin vaateen, ostan mieluummin eettisesti tuotetun vaihtoehdon.                  | ○ | ○ | ○ | ○ | ○ | ○ |

Vastaa mahdollisimman todenmukaisesti. (0 = ehdottomasti en, ..., 10 = ehdottomasti kyllä)

**7.** Kuluttaja A löytää kaupasta B vaatteen, jonka hän haluaisi ostaa. Vaatteesta on kuitenkin kaksi versiota: epäorgaaninen sekä orgaaninen vaihtoehto. Orgaanisen vaihtoehdon hinta on 20 % korkeampi kuin epäorgaanisen. Tarkan harkinnan jälkeen kuluttaja A päättää ostaa epäorgaanisen vaihtoehdon. Tekisitkö sinä kuten kuluttaja A? \*

0 1 2 3 4 5 6 7 8 9 10

Ehdottomasti en. ○○○○○○○○○○○○ Ehdottomasti kyllä.

**8.** Kuluttaja A on vastikään saanut tietää, että vähittäismyyjä C tilaa tuotteitaan tuotantotehtaasta, joka saastuttaa ympäröivää luontoa merkittävästi ja alue tehtaan ympärillä on nyt lähes joutomaata. Kuluttaja A haluaisi kuitenkin ostaa vähittäismyyjän C housut. Harkittuaan asiaa, kuluttaja A jättää housut kuitenkin ostamatta, koska ei halua tukea yhtiötä, joka vahingoittaa ympäristöä. Tekisitkö sinä kuten kuluttaja A? \*

0 1 2 3 4 5 6 7 8 9 10

Ehdottomasti en. ○○○○○○○○○○○○ Ehdottomasti kyllä.

**9.** Kuluttaja A on löytänyt kaksi vaatetta, jotka hän haluaisi ostaa. Ensimmäinen on kaupasta D; kyseistä brändiä on syytetty lapsityövoiman käytöstä tuotantotehtailaan. Toinen on kaupasta E, joka pitää ihmisoikeuksia tärkeänä asiana ja panostaa tuotantonsa eettisyyteen. Kaupan E vaate on kuitenkin 20 % kalliimpi kuin kaupan D vaate. Tarkan harkinnan jälkeen kuluttaja A päättää ostaa vaatteen kaupasta E, koska hän ei halua tukea brändiä, joka käyttää lapsityövoimaa. Tekisitkö sinä kuten kuluttaja A? \*

0 1 2 3 4 5 6 7 8 9 10

Ehdottomasti en. ○○○○○○○○○○○○ Ehdottomasti kyllä.

**10.** Kuluttaja A kuulee uutisissa tulipalosta, joka on sattunut vaatteiden tuotantotehtaassa Bangladeshissa. Tuho on ollut valtaisa ja onnettomuus on vaatinut kuolonuhreja. Tulipalo aiheutui rakennuksen huollon seurauksena, ja koska johtohenkilöstö oli laiminlyönyt turvamääräyksiä. Kuluttaja A on löytänyt vähittäismyyjältä F paidan, josta hän todella pitää, mutta uutisissa kerrottiin, että vähittäismyyjä F on yksi niistä, jotka ovat tilanneet vaatteitaan tältä kyseiseltä tehtaalta. Kuluttaja päättää kuitenkin ostaa paidan Kaupasta F. Tekisitkö sinä kuten kuluttaja A? \*

0 1 2 3 4 5 6 7 8 9 10

Ehdottomasti en. ○○○○○○○○○○○○ Ehdottomasti kyllä.

**11. Kiitos vastaamisesta!**

Jättämällä yhteystietosi osallistut 2 kpl 30€ Intersport Skanssin lahjakortin arvontaan. Arvonta suoritetaan 1.6.2015 ja voittajalle ilmoitetaan henkilökohtaisesti. Vastanneiden nimi- ja yhteystietoja ei yhdistetä vastauksiin eikä käytetä markkinointitarkoituksiin. Lahjakortit tarjoaa Intersport Skanssi.

Etunimi \_\_\_\_\_

Sukunimi \_\_\_\_\_

Matkapuhelin \_\_\_\_\_

Sähköposti \_\_\_\_\_

## APPENDIX 2

The attitudes and purchase intentions of ethical fashion of the students of University of Turku.

The purpose of the survey is to examine the effects of sweatshop issues and eco-fashion issues on attitudes and purchase intentions of students of University of Turku.

Sweatshop is a work environment that is considered to have bad working terms and conditions. In this research especially fair wages, working hours, workplace safety, and the use of child labor and forced labor have been chosen for examination. Eco-fashion issues on the other hand comprises ecological production, use of organic materials and polluting.

By leaving your contact information at the end of the survey you participate into the draw of two 30€ gift certificates to Intersport Skanssi. The draw will take place 1.6.2015.

Answering the survey will take approximately 10 minutes.

1. Age.

- under 20
- 20–24
- 25–29
- 30–34
- 35 or over

2. Gender.

- Male
- Female

3. Faculty

- Humanities
- Mathematics and Natural Sciences
- Medicine
- Law
- Social Sciences
- Education
- Economics
- Other, what?

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4. Income (euros / month) (Including wage and other incomes such as student grant)

- Under 500e/kk
- 500–1000e/kk
- 1000–1500e/kk
- 1500–2000e/kk
- 2000–2500e/kk
- over 2500e/kk



j) Next time when I buy clothes I will rather buy the ethically produced option. ○○○○○○

7. Consumer A encounters an apparel item in a store B that they want to buy. However, the apparel item has two versions: an inorganic option as well as an organic option. The organic option's price is 20 percent higher than the price of the inorganic option. After careful consideration consumer A decides to purchase the inorganic apparel option. What are the chances that you would do the same as consumer A?

<i>Definitely Would Not</i>										<i>Definitely Would</i>
0	1	2	3	4	5	6	7	8	9	10

8. Consumer A has recently learned that retailer C orders from a manufacturing facility that significantly pollutes the nearby environment and the area surrounding the factory is now more or less wasteland. Nevertheless, consumer A would like to buy a pair of pants from the retailer C. After consideration consumer A doesn't buy the pants from retailer C because he/she doesn't want to support a company that harms the environment. What are the chances you would do the same as consumer A?

<i>Definitely Would Not</i>										<i>Definitely Would</i>
0	1	2	3	4	5	6	7	8	9	10

9. Consumer A has encountered two apparels he/she likes and wants to buy. The first one is from store D; the brand has been accused of using child labor in their production facilities. The other piece of clothing is from store E, which promotes human rights issues and makes an effort to have ethical production process. However, the apparel from store E is 20 % more expensive than the apparel in store D. After careful consideration consumer A decides to buy the apparel from store E because they don't want support a brand that uses child labor. What are the chances you would do the same as consumer A?

<i>Definitely Would Not</i>										<i>Definitely Would</i>
0	1	2	3	4	5	6	7	8	9	10

10. Consumer A has heard the news about a big fire breaking out in an apparel factory in Bangladesh. The destruction was great and there were human casualties. The fire was caused by poor maintenance of the building and ignorance of safety instructions by the managers. Consumer A has found a shirt from retailer F that they really like but it was told in the news that retailer F is one those who have ordered apparel from this specific factory. Consumer A nevertheless decides to purchase the shirt from retailer F. What are the chances you would do the same as consumer A?

<i>Definitely Would Not</i>										<i>Definitely Would</i>
0	1	2	3	4	5	6	7	8	9	10

11. Thank you for answering!

By leaving your contact information you participate in the lottery of two 30€ gift certificates to Intersport Skanssi. The lottery is performed 1.6.2015 and the winner will be notified personally. The names and contact information of the respondents will not be connected to the answers nor used for marketing purposes. The gift certificates are offered by Intersport Skanssi.

First name \_\_\_\_\_

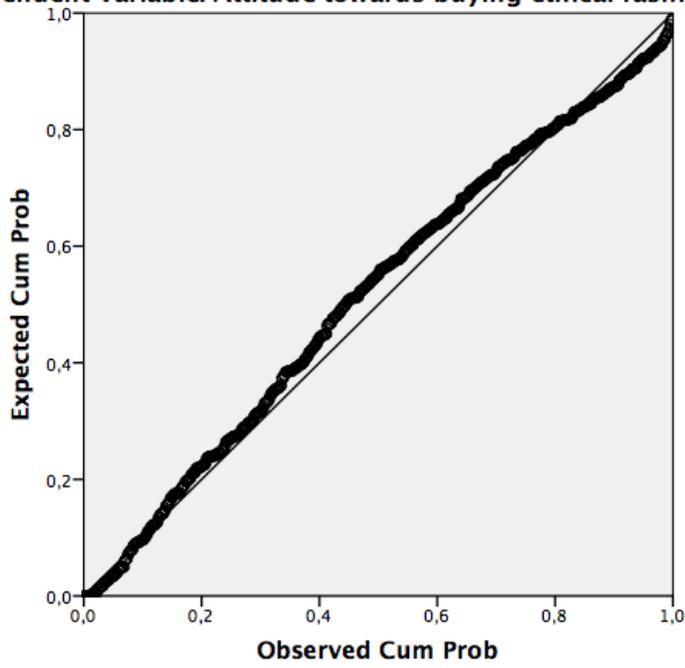
Last name \_\_\_\_\_

Phone number \_\_\_\_\_

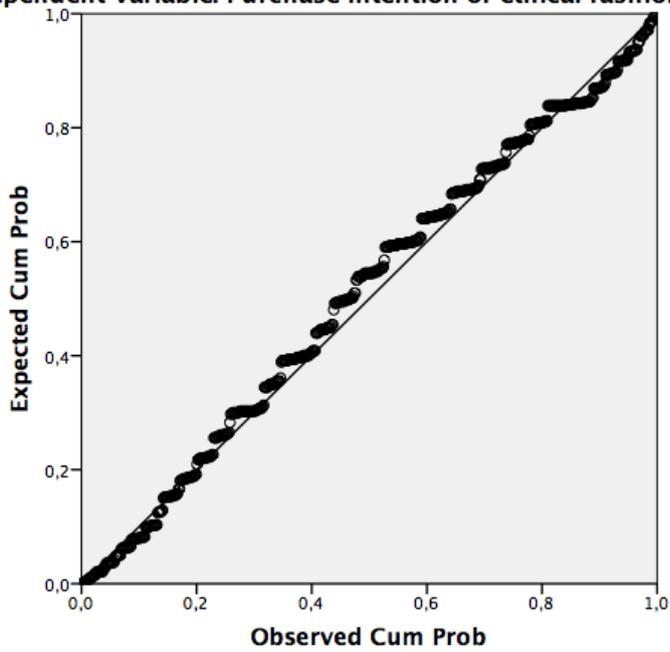
E-mail \_\_\_\_\_

### APPENDIX 3

**Normal P-P Plot of Regression Standardized Residual**  
**Dependent Variable: Attitude towards buying ethical fashion**



**Normal P-P Plot of Regression Standardized Residual**  
**Dependent Variable: Purchase intention of ethical fashion**



**APPENDIX 4**