The Impact of Ethical Fashion Awareness on Indonesian Consumer Behavior towards Apparel Products

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Executive Summary

With the growing industry, there are concerns about the production process of the fashion industry. Fast fashion, defined as inexpensive apparels produced in large quantities by mass-market retailers, shows enormous growth and rising profits throughout the years. Fast fashion retailers are able to offer low prices by compressing the proper production cycle and lowering production cost, which will not be sustainable in the long run.

The main objective of this study is to analyze the awareness of ethical issues in the fashion industry of consumers and its effect on the behavior of consumers. Since this study intends to study Indonesian consumers, the research question needs to specify that as well. Therefore, the background underpins the main problem statement, which is:

*How does ethical fashion awareness influence Indonesian consumers’ behavior?*

Other research questions that will be answered in the thesis are listed below.

**THEORETICAL SUB-QUESTIONS**

- What is consumer buying behavior?
- What is ethical fashion?
- How do people respond to ethical fashion?

**EMPIRICAL SUB-QUESTIONS**

- How conscious are Indonesian consumers about their apparel choices?
- Are Indonesian consumers willing to pay for ethical fashion products?
- Is there any correlation between demographic indicators with ethical fashion awareness?

The questionnaire was conducted from 2 to 6 July 2019 using an online survey platform and distributed by social media and personal connections. More than 325 respondents, all Indonesians but no limit to any geographical location took the online survey, but due to invalid and incomplete answers, only 325 samples were used. The survey itself contained demographic
questions and various statements regarding ethical fashion awareness and their willingness to pay, in which people are asked of the degree of which they agree to the corresponding statements. The result was analyzed using quantitative research methods of descriptive statistics, Pearson’s correlation, and ANOVA, and yielded the following answers to the hypotheses.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>H1</strong>: Indonesian consumers are not aware of ethical fashion</td>
<td>Rejected: Indonesian consumers are aware of ethical fashion.</td>
</tr>
<tr>
<td><strong>H1A</strong>: Indonesian consumers do not have any concern about ethical fashion</td>
<td>Rejected: Indonesian consumers have concern about ethical fashion</td>
</tr>
<tr>
<td><strong>H1B</strong>: Indonesian consumers do not have any knowledge about ethical fashion</td>
<td>Rejected: Indonesian consumers have knowledge about ethical fashion</td>
</tr>
<tr>
<td><strong>H1C</strong>: Indonesian consumers do not have any belief about ethical fashion</td>
<td>Rejected: Indonesian consumers have beliefs about ethical fashion</td>
</tr>
<tr>
<td><strong>H2</strong>: Awareness of ethical fashion of Indonesian consumers positively influences the willingness to pay for ethical fashion</td>
<td>Accepted: Awareness of ethical fashion of Indonesian consumers positively influences the willingness to pay for ethical fashion</td>
</tr>
<tr>
<td><strong>H3</strong>: Indonesian consumers’ demographic indicators positively influence awareness of ethical fashion</td>
<td>Rejected: Indonesian consumers’ demographic indicators do not positively influence awareness of ethical fashion</td>
</tr>
<tr>
<td><strong>H3A</strong>: Education positively influences awareness of ethical fashion</td>
<td>Rejected: Education does not positively influence awareness of ethical fashion</td>
</tr>
<tr>
<td><strong>H3B</strong>: Income positively influences awareness of ethical fashion</td>
<td>Rejected: Income does not positively influence awareness of ethical fashion</td>
</tr>
</tbody>
</table>

After the data is analyzed, the research question can be answered. Ethical fashion awareness influences Indonesian consumer behavior by influencing their psychological core and desired behavior outcomes. Also, ethical fashion awareness makes people more likely to purchase ethical fashion products.

This result of this study implies that businesses need to put more effort into consumer education of ethical and sustainable fashion. If consumers can obtain more knowledge regarding ethical
fashion, they should be more willing to purchase ethical fashion products. By knowing this information, businesses can plan their vision, missions, and strategies accordingly.

For future research, a suggestion will be to use an appropriate sample amount and sampling techniques. Another idea for the improvement of future research will be to conduct a qualitative survey. Finally, future researchers should measure consumer behavior with more metrics.
Chapter 1: Introduction

1.1 Background

Clothing is part of basic human needs. In Maslow’s hierarchy of needs, clothing is a part of physiological needs, which means the need of clothing constitutes the biological requirement of survival. Businesses take the ever-existent need of clothing as an opportunity. Aside from fulfilling basic needs, clothing is being marketed as a way of self-actualization and expression. In 2015, the value of the global apparel market was around USD1.3 billion (Statista.com). It is an essential sector in the global economy.

With the growing industry, there are concerns about the production process of the fashion industry. Fast fashion, defined as inexpensive apparels produced in large quantities by mass-market retailers, shows enormous growth and rising profits throughout the years. Fast fashion retailers are able to offer low prices by compressing the proper production cycle and lowering production cost, one of which is by using low wage workers. A vast amount of non-renewable resources are utilized to make fashion products that are often thrown away after a brief period (Ellen Macarthur Foundation, 2017). The same report also states the danger of microfibers and microbeads from washing clothing made of synthetic materials to the ecosystem. There is also the issue of sweatshop labor used by big corporations to reduce costs.

As time passes, consumers have more access to information and become more aware of various ethical and environmental issues in this industry. Driven by increasing consumer concerns, sustainable and ethical products now have their own market. Many fashion companies now begin to show their stances regarding sustainability, and various brands capitalize on consumer concern by offering fashion products labeled as ethical and sustainable.

With a population of more than 264 million people, Indonesia is the fourth most populous countries in the world. Indonesia is the world’s 16th largest economy by nominal GDP based on the IMF, World Bank, and the United Nations with the GDP amounting to around US$ 1 trillion and annual GDP growth averaging 5%. Around 90 million Indonesians will join the consumer
class by 2030 (Budiman, Chhor & Razdan, 2013). A main driving force of economic growth is the expansion of the population at a rate of 2.9 million people a year. The population is quickly urbanizing, resulting in a rise of income and purchasing power of consumers, making Indonesia one of the fastest-growing consumer markets internationally.

Although Indonesia is a developing country, it has a sizable fashion industry. According to Statista.com, the predicted revenue of Indonesia’s fashion segment will amount to US$2,631 million in 2019. It is expected to keep growing annually by around 10.7%. The market volume of the apparel segment itself is expected to be around US$1,794 million in 2019. The industry is very attractive and provides much room to grow. However, based on personal observation, there is almost none to very little awareness of Indonesia consumers about the garment production process and its consequences. There is also almost no business that caters to this specific market and consumer segment. With the lucrative market situation in Indonesia, introducing ethically made apparels might be beneficial in combating current problems in the fashion industry, while also catering to ethically conscious people.

1.2 Scientific and Social Relevance

This research study is scientifically relevant in providing a better understanding of how to figure the relationship between consumer awareness and their buying behavior. Additionally, this bachelor thesis aims to provide knowledge regarding this specific market and consumer segment.

This research study is also relevant socially. Businesses can judge whether the market is ready for new products and whether consumers have necessary awareness. Managers can also predict consumer buying behavior if consumers have the awareness and concern. The evaluation will result in more effective and efficient marketing strategy, which will be beneficial to the company.

This study can also be regarded as relevant to consumers. This study can give consumers information about current problems and issues with the fashion industry. As a result, consumers are expected to be more aware of their apparel buying behavior to discourage unethical practices
in the fashion industry. Consumers may be able to reach a more informative decision towards purchasing apparel products.

1.3 Problem Statement and Research Questions

The main objective of this study is to analyze the awareness of ethical issues in the fashion industry of consumers and its effect on the behavior of consumers. Since this study intends to study Indonesian consumers, the research question needs to specify that as well. Therefore, the background underpins the main problem statement, which is:

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- Are Indonesian consumers willing to pay for ethical fashion products?
- Is there any correlation between demographic indicators with ethical fashion awareness?

1.4 Research Objectives

The objective of this thesis will be to study whether consumers have sufficient awareness about ethical fashion to the extent that their awareness and knowledge will influence their buying behavior. More specific research objectives are listed below:

- To analyze consumer awareness of ethical fashion
- To examine consumer awareness and its impact on consumer buying behavior
• To investigate whether consumer awareness of ethical fashion is related to their willingness to pay
• To explore the potential effect of demographic indicators regarding the awareness of ethical fashion.

1.5 Research Structure

This study consists of five chapters, and each chapter covers a different portion of the research. Chapter 1 is an introduction to this study and delves into the background and the reason for choosing this particular subject. It also discusses the relevance of the study on science and social domains. Chapter 1 also includes the direction in which the research will take. It is shown by the problem statement, follow-up questions, and research objectives. Chapter 2 talks about the preliminary theoretical information that will be essential as a foundation and framework of this research. The material for this chapter comes from relevant past research and findings, and then several hypotheses will be formulated based on the theories. Chapter 3 will cover the methodology of this research in detail. The steps of conducting the research as well as the design and collection methods will be in this chapter. In Chapter 4, the analysis of the data collected from the survey will be presented. Answers of hypotheses will be here. The final chapter is chapter 5, where the findings are concluded, and the insights are discussed. The implementation of the study results in real society and the limitation of the result will also be presented in this chapter.
Chapter 2: Literature Study

2.1 Consumer Behavior

The entirety of consumers’ judgment concerning the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas is the display of consumer behavior (Jacoby, 1976). Consumer behavior is affected by the psychological core, the process of making decisions, the consumer’s culture, and consumer behavior outcomes. (Hoyer, 2013).

The psychological core of consumer is the internal thought process of processing information. Motivation, ability, and opportunity; exposure, attention, perception, and comprehension; memory and knowledge, and attitudes are all part it (Hoyer, 2013). The psychological core is directly tied to the decision-making process.

People made decisions every time. Sometimes the decision is crucial and vital, also has long-term effects on the decision-maker. Another time, a decision can be made easily and quickly, as the decision is considered trivial. Cox et al. (1983) came up with the five-stage decision-making model. This model is regarded to be the most common model of the consumer decision-making process, and it involves five continuous stages.

![Five Stages Consumer Decision Making Process Model](image)

Figure 1: Five Stages Consumer Decision Making Process Model
Problem recognition is a recognition that a purchase is necessary to solve a current, standing problem (Szmigin & Piacentini, 2015). Problem recognition situation can be caused internally or externally. This is the moment where people identify, be it consciously or subconsciously, the difference of the preferred state and the actual and current preferred state. The process continues with the information search, in which people identify appropriate information to support their choices in a decision-making situation. Information can be gathered from previous experience or external search. After consumers feel that they collect enough information, it leads them to the alternative evaluation stage. In alternative evaluation, consumers compare the alternatives according to what they feel will yield the maximum satisfaction. Beliefs, attitudes, and intentions can play as evaluative criteria. Once consumers have determined what satisfy their needs, consumers are now confident of what they are going to purchase and therefore make the purchase. What follows after the purchase is the post-purchase evaluation. It is based on the post-purchase experience. Consumers can determine whether the decision met their expectation and the probability of repeating the decision.

Another factor that affects consumer behavior is culture. Culture refers to external factors that affect information processing. Culture itself is characterized as the aggregate of learned ideas, beliefs, values, knowledge, and customs that together control the behavior of individuals (Szmigin & Piacentini, 2015). Cultural influence can come from reference groups and various cultural and social diversity influences, household and social class influences, and values, personality, and lifestyle (Hoyer, 2013).

The final aspect that influences consumer behavior is the outcome of the consumer’s own behavior. The desired effect of consumers choice affects the symbolic use of products, product diffusion, and ethics and social responsibility (Hoyer, 2013). Things people purchase or do may act as a symbol to express their identities. The information people spread can affect the diffusion of ideas and products to the market. At last, ethics and social responsibility may alter consumer behavior in a way people try to satisfy their long-term interests and not just short term.

This thesis is specifically focused on consumer’s behavior when faced with human rights and environmental issues. It seeks how consumer’s psychological core and potential behavior
outcome impact their purchase behavior. This study aims to learn the process of turning consumer’s value, beliefs, and knowledge into tangible purchase decision deeper.

2.2 Ethical Fashion

Typical clothing stores people encounter in the streets are fast fashion brands. Fast fashion is defined as low-cost apparel collections following popular fashion trends (Fletcher, 2008). The term fast fashion is coined from the rapid turnover of collection and trends. With the introduction of fast fashion garments, clothing production doubled in 2014 compared to the year 2000 and the number of apparel products purchased by consumers increased by 60 percent (Remy, Speelman & Swartz, 2016). This fast fashion trends promotes consumers hyperconsumption and raises the rate of garment disposability. In the production side, companies strive to meet the increasing demand. The increased production usually have adverse environmental effects such as rising usage of chemical and release of greenhouse gases. Many issues related to human rights in the clothing factory also emerge. Workers are underpaid and exposed to dangerous working conditions in the factory.

Sustainability itself is a rising issue in the current century. Many companies cite sustainability as a part of their corporate social responsibility. Sustainability is broadly defined as activities that can be done continuously that do not harm the future generations (World Commission on Environment and Development, 1987). This concept of sustainability will be applied to the garment production industry in order to conceptualize what is ethical fashion.

The term ethical, sustainable, and green fashion have been used interchangeably. For the purpose of this study, all three terms will be addressed under the term ethical fashion. Ethical fashion is defined as fashionable apparel products in which the production process is fair to the workers and do not harm the environment (Joergens, 2006). Another definition of ethical fashion is clothing made by incorporating aspects of social or environmental sustainability, for example, Fair Trade production process or using organic material (Goworek, Fisher, Cooper, Woodward & Hiller, 2012). The green aspect of sustainable fashion is the utilization of recycled and
biodegradable clothing materials and biodegradable fibers, and ethical fashion focuses on the implementation of fair trade principles and sweatshop-free manufacturing. (Shen, Richard, & Liu, 2013). Ethical fashion encompasses both social and environmental dimensions of clothes production. Shen, Richard, and Liu (2013) put together several criteria of ethical fashion, recycled, organic, vintage, vegan, artisan locally made, custom, and fair trade certified. These definitions will guide this study as reference points.

2.3 Consumer Behavior towards Ethical Fashion

A generally accepted definition of environmentally or socially conscious consumers describes them as individuals who support environmental concerns to enhance and preserve the welfare of the society, and those who consider the societal and environmental consequences of buying something (Bourgeois & Barnes, 1979). Antil (1984) theorized that consumers’ behaviors and purchase decisions that are linked to environmental issues and are driven not only by a desire to serve individual needs but also by a concern for the possible adverse consequences of the decision as socially responsible consumption. Fraj and Martinez (2006) characterize environmental-friendly consumer behavior as a way for consumers to reveal their intrinsic value towards their environment by having a positive approach towards buying eco-friendly products, recycling and taking part in environmentally friendly activities. Consumers’ knowledge regarding products and their corresponding ethical repercussions towards society are also a notable factor that contributes to ethical consumer behavior (Shim, 1995).

According to McKinsey's 2019 State of Fashion Report, people now seek more transparency from brands. Over the past three years, a third of consumers worldwide have developed the extent of their purchasing decisions to include their principles, values, and beliefs (McKinsey&Company, 2018). Nine in ten consumers who are born within the mid-1990s to mid-2000s consider companies need to concentrate on environmental and social issues (Cone Communications, 2017). Now people are not afraid to be openly proud of their beliefs. Consumers may choose to express their values by supporting products or companies that replicate those values.
2.4 Hypothesis Formulation

2.4.1 Formulation of Hypothesis 1

Consumers’ perception of human rights and environmental issues may affect the purchase decision of consumers. The perception of the consumer, in this case, will be regarded as consumer awareness. This study addresses consumer awareness of ethical fashion explicitly. Consumer awareness itself is tied to the psychological core of humanity, which is influenced by beliefs, values, attitudes, and knowledge. The average value of someone’s concern, knowledge, and belief will be equalized as the value of consumer awareness. It is inferred that if consumers have a high level of concern, knowledge, and beliefs, they have high awareness regarding the issue on hand. Consumers will have better reception towards the concept of ethical fashion and be willing to change their behavior if they have concerns, beliefs, knowledge, and support for ethical issues (Hill, 1981).

This study specifically targets Indonesian consumers. Therefore, some background information regarding Indonesian consumers is required. In Indonesia, 62% of adults do not have a high school degree. About 17% of adults did not complete elementary level education, and 27% have only completed elementary level education (OECD, 2018). Indonesia’s Human Development Index is medium, which implies that Indonesia has an average length of education and income per capita (Human Development Report Office, 2018). Also, based on personal observation, there is almost no consumer education effort or brand promotion catered towards ethical fashion in Indonesia. Therefore, the assumption and generalization are that Indonesian consumers do not necessarily have the ability and resources to comprehend and understand the issue of sustainability and ethical fashion, as the main focus of the general consumers are still fulfilling their basic needs.

For those reasons, the following hypothesis is created:

**Hypothesis 1: Indonesian consumers are not aware of ethical fashion**

H1A: Indonesian consumers do not have any concern about ethical fashion.
H1B: Indonesian consumers do not have any knowledge about ethical fashion.
H1C: Indonesian consumers do not have any belief about ethical fashion.

2.4.2 Formulation of Hypothesis 2
As the definition of ethical fashion goes, it clearly emphasizes the importance of quality. While fast fashion focuses on lowering costs and generating high profit, ethical fashion is about slow apparel productions by fairly treated workers using practices and materials that are friendly to the environment. The effort to practice ethical fashion will have an impact on production costs. Ethical fashion manufacturers have to pay higher wages and source materials that are more expensive compared to fast fashion businesses. As a result, the price of ethical fashion products will be higher to cover the high production costs.

People who have a high level of concerns, knowledge, and beliefs regarding human rights and environmental issues are said to have a high awareness of ethical fashion, and they are expected to understand the reasoning behind the high price tag of ethical fashion products. The more consumers can comprehend the ethical aspects of products, it is more probable that they are going to purchase the products (Dickson, 2001). The likeliness of purchasing ethical products will be interpreted as the willingness to pay for ethical fashion products. Therefore, the following hypothesis is determined:

**Hypothesis 2: Awareness of ethical fashion of Indonesian consumers positively influences the willingness to pay for ethical fashion**

2.4.3 Formulation of Hypothesis 3
Another critical variable is the demographic of consumer. Consumer demographics can be considered as passive variables as they may not directly influence the purchase decision, but it affects the decision-making process. In this study, the most important demographic variables are education and income. The higher the education level and the monthly income, the stronger the association with good environmental awareness (Philippsen, Angeleotto & Santana, 2017). This
preceding notion creates the assumption that demographic indicators can influence the awareness of individuals. Therefore, the following hypothesis is created.

**Hypothesis 3: Indonesian consumers’ demographic indicators positively influence awareness of ethical fashion**

H3A: Education positively influences awareness of ethical fashion
H3B: Income positively influences awareness of ethical fashion

### 2.4.4 Conceptual Model

Following the formulation of hypotheses, the conceptual model is created as follows:

![Figure 2: Conceptual Model](image-url)
Chapter 3: Research Methodology

3.1 Quantitative and Qualitative Research

There are two broad categories of research: qualitative and quantitative. Malhotra & Birks (2007) define qualitative research as an unstructured, mainly exploratory design meant to give insight and understanding. From the same source, quantitative research is described as research methods aimed to quantify data and, typically, utilize some form of statistical analysis.

There are four types of quantitative research designs, namely descriptive, correlational, causal-comparative or quasi-experimental, and experimental. Descriptive research is intended to describe current events or the current status of an identified variable. Correlational research explores and determines relationships among variables. A causal-comparative or quasi-experimental research is targeted to figure causality without manipulating variables, while an experimental study determines causality by manipulating variables.

In this study, desk research explained the concept behind consumer behavior and ethical fashion. After the desk research, this thesis used quantitative data collection method in order to describe people’s attitudes in the form of statistical analysis. Through quantitative research, this study will uncover the relationship behind phenomena, in this case, consumer awareness and consumer behavior. The relationship will be presented in the form of a statistical result.

Descriptive quantitative research was applied to figure the level of ethical fashion awareness of Indonesian consumers. Following the descriptive research, correlational study was used to identify the relationship between demographics and awareness, and awareness and willingness to pay.
3.2 Data Collection Method

Survey questionnaires can be conducted in four main methods: telephone surveys, personal surveys, mail surveys, and electronic surveys (Malhotra & Birks, 2007). Each has its advantages and disadvantages. Since the main concern for this survey is efficiency, an electronic survey in the form of an internet survey is chosen.

The data collection method for this study was a web-based questionnaire. The survey was made using the Qualtrics platform and distributed online using social media and by personal connections. The survey was self-administered as respondents participated in the survey without any intervention. A random sampling method was adopted in this survey. The online questionnaire data collection method was selected because of its ease of data gathering and convenience. This study relied on the generalizability of the population. Therefore it required a quick way to gather as many relevant data as possible. However, the downside of web-based questionnaire data collection is that there will be some information asymmetries since respondents and the researcher are not communicating directly. The information asymmetry may result in a lack of clarity and understanding by both respondents and the researcher.

3.3 Survey Design

The questionnaire listed several statements taken from Shen, Wang, Lo & Shum (2012). The questionnaire focused on figuring the level of consumer awareness regarding ethical fashion. The topic of consumer awareness is divided into statements about consumer concern, belief, and knowledge concerning environmental and human rights issues in the fashion industry. Aside from statements to uncover the level of awareness, some statements to measure respondents’ willingness to pay was included. Respondents were asked to rate the degree of which they agree to the corresponding statement. Respondents were asked to respond to those statements using five-point Likert scales, with “1” as “strongly disagree” and “5” represents “strongly agree”.

Demographic questions of gender, age, educational level, and monthly income were included in the survey. The demographic questions were meant to identify the relationship of demographic indicators to ethical fashion awareness and willingness to pay for ethical fashion products.
The survey distribution started on 2 July 2019. The survey was available for people to take until 6 July 2019.

3.4 Selecting Respondents

The targeted respondents were Indonesians of both genders and within the age of 15 to 64, as this age range represents 68% of total Indonesia population (World Bank, 2019). This age group should faithfully represent the population. The geographic location did not matter as long as the respondents have Indonesia nationality and have lived in Indonesia for the majority of their lives. The sample was chosen using random sampling. The survey was carried out using English, which is not the mother tongue of Indonesian people due to the threat of lost information, so the survey was intentionally distributed to people with some understanding of English. Since SPSS requires 200 filled out and completed responses, 200 responses were the minimum target.

3.5 Analysis

Since this study is quantitative, the results of the survey will be in the form of statistical analysis. The software used to process the data will be SPSS. Means will be used to determine the value of consumer awareness, in which higher value will indicate higher awareness. Pearson’s correlation will be employed to determine the degree of association between ethical fashion awareness and consumers’ willingness to pay since the study is interested in the linear relationship between those two. Finally, this study uses ANOVA to determine the relationship between education and income level with ethical fashion awareness. ANOVA is chosen to avoid type I error and accommodate the number of groups.

3.6 Pilot Test

After the questionnaire was constructed, a preliminary survey was conducted in order to evaluate the internal validity of the survey on 2 July 2019. Five respondents participated in this pilot test. Respondents of the pilot test were Indonesian college students aged 18-22 of both genders.
Respondents considered the survey understandable and that they could follow the flow of the survey. There were some feedbacks regarding the wording, so the wording is changed accordingly for better clarity. The result of the pilot test is analyzed using SPSS to determine its internal validity. The reliability test showed that the overall Cronbach’s Alpha for the pilot test is 0.8, displaying that it had high internal reliability. The pilot test confirmed the quality of the research instrument.

3.7 Researcher’s Bias

Precautions were fully considered in conducting this study in order to prevent researcher bias. The research was designed with full attention to reducing the potential of arising bias. These measures were taken into account while writing the research, designing the survey, and analyzing the result.

Inputs from guiding professor and previous works of literatures were useful to reduce the bias in writing the research. Previously tested survey instrument was used in order to avoid systemic bias. A pilot test was conducted to gather feedback regarding the neutrality and clarity of the wording. Random selection of participants and broad survey distribution to all people who fulfill the sampling criteria were some efforts in minimizing the bias. Data results were processed as it was without any interference, manipulation, or omission.
Chapter 4: Research Outcome

4.1 Survey Result

The survey was carried out using an online survey platform (Qualtrics) and distributed using social media and informal connections. All respondents were Indonesian. The total response was 358, but 33 answers were disregarded due to incomplete or invalid answers. Therefore, 325 response data will be used in the data analysis.

The respondents consisted of 209 females (64.3%) and 116 males (35.7%). The distribution was uneven, which was believed to be caused by several limitations in the conduct of the survey. The limitations will be discussed further in chapter 5. 39.4% of respondents were people aged 21 to 30, followed by people in the age range of 31 to 40 by 19.4%. 16.3% of respondents were above 50, people under 20 took up 12.9% of total respondents, and 12% of the respondents were in their 40s.

Another aspect of the survey was their education level. The majority of respondents had or were doing a bachelor’s degree, amounting 58.5%. It was followed by people with master’s degree or currently taking a master's degree, which was 21.2% of total respondents. 2.8% were taking a Ph.D. or Ph.D. degree, and 1.2% did not complete junior high school. Following the education level, respondents were asked about their monthly income or allowance. 36.9% answered that their income or allowance was below 5 million rupiah. This may be related to the fact that the majority of the respondents were college students. 22.5% had more than 20 million rupiah monthly income. 17.8% had 5 to 10 million rupiah per month, 14.1% got 11 million to 15 million per month, and lastly, 8.8% of the respondents answered that their monthly income or allowance was in the range of 16 million to 20 million each month. The complete table of the demographic results of this survey will be found in the appendix.
4.2 Survey Reliability

It is essential to check the reliability or consistency of survey items in order to have reliable data without any bias. Cronbach’s Alpha was used to determine the reliability of survey items. Data with Cronbach’s Alpha above 0.6 can be considered as reliable. The data from the awareness category and the willingness to pay category were computed separately. The results showed that both categories have high Cronbach’s alpha score, 0.9 for the awareness and 0.76 for willingness to pay, meaning that the survey items were reliable. The complete breakdown of Cronbach's Alpha analysis is provided in the appendix.

4.3 Hypothesis Testing

4.3.1 Hypothesis 1

Hypothesis 1: Indonesian consumers are not aware of ethical fashion

H1A: Indonesian consumers do not have any concern about ethical fashion.
H1B: Indonesian consumers do not have any knowledge about ethical fashion.
H1C: Indonesian consumers do not have any belief about ethical fashion.

To answer this hypothesis, this study uses descriptive statistics. Indonesian consumers’ ethical fashion awareness is measured using the mean values of the concern, knowledge, and beliefs of ethical fashion. The minimum and maximum values are 1 and 5, respectively. Therefore, the analysis considered values from 1 to 2 to be low, from 2 to 4 as average, and values from 4 to 5 as high. The mean value for each variable is computed by calculating the average of each question’s mean value. The value for awareness as a whole is calculated as the average value of concerns, knowledge, and beliefs. The total mean values of all survey items will be put in the appendix. Below is the summarized and calculated mean values of all variables.

<table>
<thead>
<tr>
<th>Variables</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concern</td>
<td>325</td>
<td>1</td>
<td>5</td>
<td>4.07</td>
</tr>
</tbody>
</table>
From the table above, it can be concluded that the first hypothesis is not accepted. Through the visualization of these values, it is evident that actually, Indonesian consumers have above-average awareness of ethical fashion. With respect to the variables, the mean value of the variable knowledge is the lowest among all three variables supporting the awareness, with only average value compared to concerns and beliefs. Respondents scored the lowest means for the question regarding whether they are informed about what is ethical fashion and human rights issues in the fashion industry, 3.4 and 3.55, respectively. However, the value is not enough to accept the hypothesis. These findings revealed that the knowledge of Indonesian consumers about ethical fashion is low in comparison to their above-average concerns and beliefs. Overall, the survey results concluded that Indonesian consumers are aware of ethical fashion. Indonesian consumers are also concerned, knowledgeable, and believing in ethical fashion.

### 4.3.2 Hypothesis 2

**Hypothesis 2: Awareness of ethical fashion of Indonesian consumers positively influences the willingness to pay for ethical fashion**

This hypothesis is answered using Pearson’s correlation function by the SPSS software. The analysis method is chosen to indicate whether there is any relationship between both variables and whether the relationship is positive or negative. The result is as follows.
Based on the results above, there is a positive relationship between ethical fashion awareness and willingness to pay. The correlation between ethical fashion awareness and willingness to pay is statistically significant under 95% confidence level, as the significance is under 0.05. The correlation coefficient is 0.438, showing a positive relationship between the two variables. This result indicates that consumers who are aware of ethical fashion will be more willing to pay for ethical fashion products. Therefore, the hypothesis is accepted.

This finding is a good sign, considering that Indonesian consumers are aware of ethical fashion based on the data analysis of Hypothesis 1. It implies that the average Indonesian consumers will be willing to pay for ethical fashion products.

### 4.3.3 Hypothesis 3

**Hypothesis 3: Indonesian consumers’ demographic indicators positively influence awareness of ethical fashion**

H3A: Education positively influences awareness of ethical fashion

H3B: Income positively influences awareness of ethical fashion
This hypothesis is tested by ANOVA analysis. This hypothesis implies that with every rise in education and income level, there will be a rise in ethical fashion awareness. The results of the ANOVA analysis using SPSS software are presented below:

<table>
<thead>
<tr>
<th>Awareness</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error</th>
<th>95% Confidence Interval for Mean</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Haven't finished education</td>
<td>3</td>
<td>66.000</td>
<td>15.71623</td>
<td>9.07377</td>
<td>20.5567 - 105.0413</td>
<td>49.00</td>
<td>60.00</td>
</tr>
<tr>
<td>Junior High School (SMF)</td>
<td>1</td>
<td>63.000</td>
<td>.</td>
<td>.</td>
<td>.</td>
<td>63.00</td>
<td>63.00</td>
</tr>
<tr>
<td>Senior High School (SMA)</td>
<td>53</td>
<td>64.773</td>
<td>9.42305</td>
<td>1.29436</td>
<td>62.1763 - 67.3709</td>
<td>47.00</td>
<td>80.00</td>
</tr>
<tr>
<td>Bachelor (S1)</td>
<td>190</td>
<td>65.842</td>
<td>9.75446</td>
<td>.70766</td>
<td>64.4462 - 67.2380</td>
<td>19.00</td>
<td>80.00</td>
</tr>
<tr>
<td>Master (S2)</td>
<td>69</td>
<td>66.724</td>
<td>8.24065</td>
<td>.99206</td>
<td>64.7450 - 68.7043</td>
<td>35.00</td>
<td>79.00</td>
</tr>
<tr>
<td>Doctorate or PhD (S3)</td>
<td>9</td>
<td>67.222</td>
<td>9.37787</td>
<td>3.12596</td>
<td>60.0138 - 74.4307</td>
<td>48.00</td>
<td>79.00</td>
</tr>
<tr>
<td>Total</td>
<td>323</td>
<td>65.886</td>
<td>9.38787</td>
<td>.52075</td>
<td>64.8617 - 66.9106</td>
<td>19.00</td>
<td>80.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>138,918</td>
<td>5</td>
<td>27,784</td>
<td>.312</td>
<td>.906</td>
</tr>
<tr>
<td>Within Groups</td>
<td>28415,870</td>
<td>319</td>
<td>89,078</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>28554,788</td>
<td>324</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Figure 5: ANOVA test of education and awareness*
Based on the results above, the third hypothesis is not accepted. The p-value is above 0.05, meaning that there is no statistically significant difference. Education and income level were initially thought to influence awareness because people with better education and income were expected to have access to more information and resources to learn about ethical fashion. This generalization is based on personal observations and literature reviews. Despite the assumption, the level of education and income do not affect the awareness of ethical fashion.

Interestingly, the ANOVA analysis of gender and ethical fashion awareness generated result as follows:
The relationship between gender and ethical fashion awareness was not mentioned in the hypothesis formulation due to the lack of literature discussing the topic. However, according to this finding, gender affects ethical fashion awareness. The p-value is under 0.05, meaning that there is a statistically significant difference. Based on this result, females have a higher awareness of ethical fashion compared to men. However, because this is not mentioned in the hypothesis formulation, hypothesis 3 is still rejected.

4.4 Result Summary

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1: Indonesian consumers are not aware of ethical fashion</td>
<td>Rejected</td>
</tr>
<tr>
<td>H1A: Indonesian consumers do not have any concern about ethical fashion</td>
<td>Rejected</td>
</tr>
<tr>
<td>H1B: Indonesian consumers do not have any knowledge about ethical fashion</td>
<td>Rejected</td>
</tr>
<tr>
<td>H1C: Indonesian consumers do not have any</td>
<td>Rejected</td>
</tr>
<tr>
<td>belief about ethical fashion</td>
<td></td>
</tr>
<tr>
<td>-----------------------------</td>
<td>---</td>
</tr>
<tr>
<td><strong>H2:</strong> Awareness of ethical fashion of Indonesian consumers positively influences the willingness to pay for ethical fashion</td>
<td>Accepted</td>
</tr>
<tr>
<td><strong>H3:</strong> Indonesian consumers’ demographic indicators positively influence awareness of ethical fashion</td>
<td>Rejected</td>
</tr>
<tr>
<td><strong>H3A:</strong> Education positively influences awareness of ethical fashion</td>
<td>Rejected</td>
</tr>
<tr>
<td><strong>H3B:</strong> Income positively influences awareness of ethical fashion</td>
<td>Rejected</td>
</tr>
</tbody>
</table>
Chapter 5: Conclusion and Recommendation

5.1 Conclusion

This research follows the main research question that was determined in chapter 1, which is:

*How does ethical fashion awareness influence Indonesian consumers’ behavior?*

After conducting the survey and analyzing the results, the question above can be answered. Ethical fashion awareness is the result of the combination of consumers’ psychological core, which in this study categorized as concerns, knowledge, and beliefs. From the study, it is established that Indonesian consumers are aware of ethical fashion. As the literature explains, the psychological core is the internal process, and these concerns, knowledge, and beliefs will be reflected in the decision-making process. Indonesian consumers have above-average concerns and beliefs regarding ethical fashion, that may be tied with the behavior outcome aspects of consumer behavior. However, Indonesian consumers only have average knowledge of ethical fashion awareness, which contrasts with the level of concern and beliefs.

For Indonesian consumers, the level of ethical fashion awareness is not influenced by education level or income. This notion goes against the assumption that people with better education and income level are more likely to care about ethical fashion. It implies that consumers may not behave according to their education and income level cultural influence when it comes to ethical fashion. However, women indicate higher ethical fashion awareness compared to men. It may reflect on the difference between the consumer behavior of each gender.

Finally, the direct, tangible relationship between ethical fashion awareness and consumer behavior is measured using the willingness to pay of Indonesian consumers. According to the result of the data analysis, there is a statistically significant correlation between ethical fashion awareness and willingness to buy. It can be translated that people are more likely to purchase ethical fashion products if they have a high awareness of ethical fashion. Therefore, it can be concluded that ethical fashion awareness impacts consumer behavior and purchase decision.
5.2 Recommendation to the Fashion Industry

This study provides more insight into Indonesian consumer behavior. This study reveals that Indonesian consumers are sufficiently aware of ethical fashion and actually willing to pay for ethical fashion products; however, they need more knowledge regarding the concept of ethical fashion itself. To further raise ethical fashion awareness, consumer education is fundamental. Businesses need to put more effort in promoting and delivering the message of ethical and sustainable fashion. If consumers can obtain more knowledge regarding ethical fashion, they should be more willing to purchase ethical fashion products. By knowing this information, businesses can plan their vision, missions, and strategies accordingly.

As the fashion industry grows, the threat against human rights and environment increases. Designers, businesses, and consumers need to tackle and work on these issues together. This information in this study might give some insights about the current state of the industry, future problems, and how people can mitigate the harmful effects of the fashion industry.

5.3 Recommendation to Future Researchers

For future research, a suggestion will be to use an appropriate sample amount and sampling techniques. Better sampling and distribution will help to refine the results of the study. Selecting appropriate and balanced samples should incur better result in future research. Another idea for the improvement of future research will be to conduct a qualitative survey. Qualitative surveys such as focus groups and interviews might be a better instrument to gouge the level of awareness of consumers, as it can reduce the amount of lost information. Finally, future researchers should measure consumer behavior with more metrics. This study only measures direct or tangible consumer behavior by examining the relationship between ethical fashion awareness and the willingness to pay. Other metrics, such as consumer preference and consumer purchase decision, can be introduced.

The issue of sustainability becomes more of a concern every year. It is predicted that more research regarding the topic of this will be conducted in the future. Above are several
suggestions for future researchers in order to produce better and more precise research. This study is not perfect and has several limitations that will be discussed below.

5.4 Research Limitations

There are several limitations in conducting this study that needs to be taken into consideration. The most notable limitation is sampling. The population of Indonesia by 2017 is 264 million. To accurately describe the current condition of Indonesia, certainly more samples are required. However, due to time and resources constraints, only 325 samples can be gathered. The survey used English, which may cause information asymmetry as it is not the primary language of Indonesian people. The view of people who do not understand English might be excluded from this survey. The survey was distributed informally, using personal connections and social media, which may account for uneven distribution of samples.

Another limitation is that the scope of background theories. Consumer behavior is a broad and dynamic topic. In this case, consumer behavior theory is used to assess consumers’ way of thinking, and the actual behavior may not be correctly aligned with the prediction. People are irrational and unpredictable, so this study may not capture their actual behavior correctly. The value of awareness might be weighted depending on the individual; however, there is no real way to measure it.


Appendix 1: Online Survey

Dear Respondents,

My name is Amadhea, and this questionnaire is for my bachelor thesis in International Bachelor Economics and Business Economics at Erasmus University Rotterdam.

This survey is about finding the impact of ethical fashion awareness on consumer behavior towards fashion products. Ethical fashion itself is both fashion production and fashion products that incorporate fair trade principles with sweatshop-free labor conditions while not harming the environment or workers (Joergens, 2006)

It consists of three parts; demographics, awareness statements, and willingness to pay statements. It will take approximately five minutes of your time. Your response is for this research purposes only and will be kept confidential.

If you have any questions or concerns, feel free to email me at: 510980ar@student.eur.nl

Thank you for your time and participation.

Best regards,
Amadhea Ridaswari

This part consists of several demographic questions. Your answers will be kept confidential and used only for this research purposes. Please answer truthfully.

What is your gender?
- Male
- Female

What is your age?
- Under 20
- 21 to 30
- 31 to 40
- 41 to 50
- Above 50

What is your latest education? (If you are a student, the one you are currently in)
- Haven’t finished education
- Elementary (SD)
- Junior High School (SMP)
- Senior High School (SMA)
- Bachelor (S1)
- Master (S2)
- Doctorate or PhD (S3)

What is your monthly income or allowance?
- Less than IDR 5 million
- IDR 5 million - 10 million
- IDR 11 million - 15 million
- IDR 16 million - 20 million
- More than IDR 20 million

This part of the survey is about your awareness of ethical fashion. There will be several statements. You are asked to indicate to what extent you agree to the statements. Please answer truthfully.

1. I am concerned with human rights issues affecting workers in the fashion industry
2. As a consumer, I should be interested in the labor practices behind the fashion product that I purchase
3. I am concerned about the environmental impact of the fashion industry
4. As a consumer, I should be concerned about the environmental impact behind the production of fashion products that I purchase
5. I have heard about the human rights issues in the fashion industry
6. I am informed about the human rights issues in the fashion industry
7. I am informed about what ethical fashion is
8. I have heard about the environmental issues of apparel production
9. I am informed about the environmental impact of apparel production
10. I am informed about what eco-friendly fashion is
11. Fashion manufacturers need to pay their workers fairly
12. Fashion manufacturers need to provide safe working conditions and environment
13. Fashion manufacturers should not use child labor
14. Fashion manufacturers should not use toxic chemicals in their production process
15. Fashion manufacturers need to have eco-friendly production practices
16. Fashion manufacturing process should not harm the environment

This part of the survey is about your willingness to pay for ethical and sustainable fashion products. There will be several statements. You are asked to indicate to what extent you agree to the statements. Please answer truthfully.

1. I believe ethically and sustainably made fashion products price should be higher than fast fashion products
2. I am willing to pay more for ethically and sustainably made fashion products
3. I plan to buy ethically and sustainably made fashion products in the future

Scales: Strongly disagree, somewhat disagree, neither agree or disagree, somewhat agree, strongly agree
## Appendix 2: Respondents Demographics

### What is your gender?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>116</td>
<td>35,7</td>
<td>35,7</td>
<td>35,7</td>
</tr>
<tr>
<td>Female</td>
<td>209</td>
<td>64,3</td>
<td>64,3</td>
<td>100,0</td>
</tr>
<tr>
<td>Total</td>
<td>325</td>
<td>100,0</td>
<td>100,0</td>
<td></td>
</tr>
</tbody>
</table>

### What is your age?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under 20</td>
<td>42</td>
<td>12,9</td>
<td>12,9</td>
<td>12,9</td>
</tr>
<tr>
<td>21-30</td>
<td>128</td>
<td>39,4</td>
<td>39,4</td>
<td>52,3</td>
</tr>
<tr>
<td>31-40</td>
<td>63</td>
<td>19,4</td>
<td>19,4</td>
<td>71,7</td>
</tr>
<tr>
<td>41-50</td>
<td>39</td>
<td>12,0</td>
<td>12,0</td>
<td>83,7</td>
</tr>
<tr>
<td>Above 50</td>
<td>53</td>
<td>16,3</td>
<td>16,3</td>
<td>100,0</td>
</tr>
<tr>
<td>Total</td>
<td>325</td>
<td>100,0</td>
<td>100,0</td>
<td></td>
</tr>
<tr>
<td>What is your latest education? (If you are a student, the one you are currently in)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------------------------------------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>Percent</td>
<td>Valid Percent</td>
<td>Cumulative Percent</td>
</tr>
<tr>
<td>---</td>
<td>----------</td>
<td>---------</td>
<td>---------------</td>
<td>--------------------</td>
</tr>
<tr>
<td>Haven't finished education</td>
<td>3</td>
<td>.9</td>
<td>.9</td>
<td>.9</td>
</tr>
<tr>
<td>Junior High School (SMP)</td>
<td>1</td>
<td>.3</td>
<td>.3</td>
<td>1.2</td>
</tr>
<tr>
<td>Senior High School (SMA)</td>
<td>53</td>
<td>16.3</td>
<td>16.3</td>
<td>17.5</td>
</tr>
<tr>
<td>Bachelor (S1)</td>
<td>190</td>
<td>58.5</td>
<td>58.5</td>
<td>76.0</td>
</tr>
<tr>
<td>Master (S2)</td>
<td>69</td>
<td>21.2</td>
<td>21.2</td>
<td>97.2</td>
</tr>
<tr>
<td>Doctorate or PhD (S3)</td>
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<td>2.8</td>
<td>2.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>325</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What is your monthly income or allowance?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>---</td>
</tr>
<tr>
<td>Valid</td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Missing</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

|                | Total                   |                            |                             |                              |                          |        |
Appendix 3: Cronbach’s Alpha

<table>
<thead>
<tr>
<th>Items</th>
<th>Cronbach Alpha</th>
<th>Std. Alpha</th>
<th>G6(smc)</th>
<th>Average R</th>
</tr>
</thead>
<tbody>
<tr>
<td>All items</td>
<td>0.9028</td>
<td>0.9072</td>
<td>0.9372</td>
<td>0.3791</td>
</tr>
<tr>
<td>Q7_1 excluded</td>
<td>0.8974</td>
<td>0.9025</td>
<td>0.9344</td>
<td>0.3816</td>
</tr>
<tr>
<td>Q7_2 excluded</td>
<td>0.8974</td>
<td>0.9026</td>
<td>0.9329</td>
<td>0.3818</td>
</tr>
<tr>
<td>Q7_3 excluded</td>
<td>0.8944</td>
<td>0.8993</td>
<td>0.931</td>
<td>0.3733</td>
</tr>
<tr>
<td>Q7_4 excluded</td>
<td>0.8959</td>
<td>0.9009</td>
<td>0.9311</td>
<td>0.3772</td>
</tr>
<tr>
<td>Q8_1 excluded</td>
<td>0.8987</td>
<td>0.9038</td>
<td>0.9332</td>
<td>0.3851</td>
</tr>
<tr>
<td>Q8_2 excluded</td>
<td>0.8982</td>
<td>0.9037</td>
<td>0.9326</td>
<td>0.3847</td>
</tr>
<tr>
<td>Q8_3 excluded</td>
<td>0.9017</td>
<td>0.9062</td>
<td>0.9353</td>
<td>0.3917</td>
</tr>
<tr>
<td>Q8_4 excluded</td>
<td>0.8946</td>
<td>0.9005</td>
<td>0.9319</td>
<td>0.3764</td>
</tr>
<tr>
<td>Q8_5 excluded</td>
<td>0.8948</td>
<td>0.9009</td>
<td>0.9308</td>
<td>0.3774</td>
</tr>
<tr>
<td>Q8_6 excluded</td>
<td>0.899</td>
<td>0.9042</td>
<td>0.9338</td>
<td>0.3861</td>
</tr>
<tr>
<td>Q9_1 excluded</td>
<td>0.8971</td>
<td>0.9007</td>
<td>0.9305</td>
<td>0.3767</td>
</tr>
<tr>
<td>Q9_2 excluded</td>
<td>0.8958</td>
<td>0.8991</td>
<td>0.9286</td>
<td>0.3726</td>
</tr>
<tr>
<td>Q9_3 excluded</td>
<td>0.8965</td>
<td>0.9004</td>
<td>0.932</td>
<td>0.3761</td>
</tr>
<tr>
<td>Q9_4 excluded</td>
<td>0.8972</td>
<td>0.9009</td>
<td>0.9314</td>
<td>0.3774</td>
</tr>
<tr>
<td>Q9_5 excluded</td>
<td>0.8963</td>
<td>0.8997</td>
<td>0.9302</td>
<td>0.3742</td>
</tr>
<tr>
<td>Q9_6 excluded</td>
<td>0.8963</td>
<td>0.8996</td>
<td>0.9292</td>
<td>0.3739</td>
</tr>
</tbody>
</table>

Appendix 4: Descriptive Statistics

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Choose the option that represents your level of agreement to these following statements. - I am concerned with human rights issues affecting workers in the fashion industry</td>
<td>N</td>
<td>Minimum</td>
<td>Maximum</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>325</td>
<td>1</td>
<td>5</td>
<td>3,99</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Choose the option that represents your level of agreement to these following statements. - As a consumer, I should be interested in the labor practices behind the fashion product that I purchase</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>325</td>
<td>1</td>
<td>5</td>
<td>3,87</td>
<td>,904</td>
<td></td>
</tr>
</tbody>
</table>
Choose the option that represents your level of agreement to these following statements. - I am concerned about the environmental impact of the fashion industry

| 325 | 1 | 5 | 4,20 | ,913 |

Choose the option that represents your level of agreement to these following statements. - As a consumer, I should be concerned about the environmental impact behind the production of fashion products that I purchase

| 325 | 1 | 5 | 4,21 | ,860 |

Choose the option that indicates your level of agreement to these following statements. - I have heard about the human rights issues in the fashion industry

<p>| 325 | 1 | 5 | 3,84 | 1,057 |</p>
<table>
<thead>
<tr>
<th>Choose the option that indicates your level of agreement to these following statements. - I am informed about the human rights issues in the fashion industry</th>
<th>325</th>
<th>1</th>
<th>5</th>
<th>3.50</th>
<th>1,050</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choose the option that indicates your level of agreement to these following statements. - I am informed about what ethical fashion is</td>
<td>325</td>
<td>1</td>
<td>5</td>
<td>3.44</td>
<td>1,083</td>
</tr>
<tr>
<td>Choose the option that indicates your level of agreement to these following statements. - I have heard about the environmental issues of apparel production</td>
<td>325</td>
<td>1</td>
<td>5</td>
<td>3.77</td>
<td>1,008</td>
</tr>
<tr>
<td>Choose the option that indicates your level of agreement to these following statements. - I am informed about the environmental impact of apparel production</td>
<td>325</td>
<td>1</td>
<td>5</td>
<td>3.65</td>
<td>1,018</td>
</tr>
</tbody>
</table>
Choose the option that indicates your level of agreement to these following statements. - I am informed about what eco-friendly fashion is

| 325 | 1  | 5  | 3.66 | 1.068 |

Choose the option that indicates your level of agreement to these following statements. - Fashion manufacturers need to pay their workers fairly

| 325 | 1  | 5  | 4.64 | 0.767 |

Choose the option that indicates your level of agreement to these following statements. - Fashion manufacturers need to provide safe working condition and environment

<p>| 325 | 1  | 5  | 4.67 | 0.773 |</p>
<table>
<thead>
<tr>
<th>Choose the option that indicates your level of agreement to these following statements. - Fashion manufacturers should not use child labor</th>
<th>325</th>
<th>1</th>
<th>5</th>
<th>4,62</th>
<th>869</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choose the option that indicates your level of agreement to these following statements. - Fashion manufacturers should not use toxic chemical in their production process</td>
<td>325</td>
<td>1</td>
<td>5</td>
<td>4,58</td>
<td>845</td>
</tr>
<tr>
<td>Choose the option that indicates your level of agreement to these following statements. - Fashion manufacturers need to have eco-friendly production practices</td>
<td>325</td>
<td>1</td>
<td>5</td>
<td>4,58</td>
<td>748</td>
</tr>
</tbody>
</table>
Choose the option that indicates your level of agreement to these following statements. - Fashion manufacturing process should not harm the environment

| Valid N (listwise) | 325 |

### Descriptive Statistics

<table>
<thead>
<tr>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Choose the option that indicates your level of agreement to these following statements. - I believe ethically and sustainably made fashion products price should be higher than fast fashion products

| 325 | 1 | 5 | 3,90 | 0,981 |

Choose the option that indicates your level of agreement to these following statements. - I am willing to pay more for ethically and sustainably made fashion products

| 325 | 1 | 5 | 3,85 | 0,947 |
Choose the option that indicates your level of agreement to these following statements. - I plan to buy ethically and sustainably made fashion products in the future

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Choose the option</td>
<td>325</td>
<td>1</td>
<td>5</td>
<td>3.98</td>
<td>0.833</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>325</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>