

Young People's Preferences towards Organic Apparel

Salavati, V.

Athens university of Economics and Business, Greece, 76 Patission Str., GR 10434, Athens.

*Corresponding author E-mail: vicky.salavati@gmail.com

Abstract: *As the conversation regarding the environmental impact of apparel industry is growing nowadays, the ecological practices of companies have become more important in marketing strategies (Kim et al., 1998). In addition, business opportunities for companies wishing to produce eco-friendly products have been created (Gam, 2011). This research aims to examine empirically the preferences of young people for the attributes that make-up an organic blouse, which is the most representative example of the existing organic apparel items. The object of this research is to provide an insight into the preferences of various segments of young people regarding an organic blouse as well as their potential to purchase organic apparel. So, the identification of segment with the highest potential to purchase organic apparel as well as the most optimal product design of organic apparel are attempted. Based on the results, the conceptual model of the research is validated and the segment with the highest purchase intention towards organic apparel is the segment which indicated the highest perceived consumer effectiveness. This significant knowledge could help the companies which sell or try to sell organic apparel to identify their potential consumers and design their promotion campaign. The greatest opportunity was created for Fashion brands as the great majority of respondents prefer an organic blouse branded by Fashion brands.*

-Dr.van Birgelen M., Radboud University Nijmegen, Department of Marketing

-Dr.ir. Kalogeras N., Maastricht University, Department of Marketing

-Dr. Papastathopoulou P., Athens University of Economics and Business, Department of Marketing & Communication

Keywords: *environmental marketing, fashion marketing, organic apparel*

1. INTRODUCTION

As the concern regarding the future of the environment is worldwide (Silverstein, 1995; "Worldwide Poll", 1989), it is being observed that not only consumers' awareness of their environmental impact is growing (Kim and Damhorst, 1998) but also their concern about environmental problems and their interest in greening their purchase behavior is rising (Gam, 2010). Literature has asserted that consumers who were environmentally conscious would purchase eco-friendly products and were willing to pay even more for them (Fraj and Martinez, 2006; Kim and Damhorst, 1998; Zimmer et al, 1994). Furthermore, consumers have generally been found to respond more favorably to environmental claims made by green brands (Phau and Ong, 2007). Earlier studies showed that this increased environmentally prudent consumption had not yet extended to apparel purchasing behaviors (Butler and Francis, 1997; Kim and Damhorst, 1998). Kim and Damhorst (1998) stated that increasing environmental concern is insufficient to examine apparel consumption. According to Gam (2010) "eco-friendly clothing, like all clothing, reflects consumers' fashion choices and many variables which influence eco-friendly clothing purchase decisions must be understood for apparel companies to efficiently market eco-friendly products". The major reason is that there are some economic and aesthetic disadvantages such as higher product cost, limited variety, less fashionability, complexity of information, availability and uncertainty about environmental benefits which are the main barriers to purchasing eco-friendly products including apparel (Meyers, 2001; Shaw et al., 2006). For the purpose of this research, the blouse is selected as an apparel item to investigate the preference structure of young people, as it is the most representative example of the existing organic apparel items. It is being observed that the first organic product which companies choose to produce is a blouse. The interest of companies – regardless their corporate size- concerning the market of organic apparel is rather apparent. More and more multinational companies such as H&M, Zara Nike, Fila, Gap, Levi's, Dior, Armani, Gucci etc. have already introduced the first collections of eco-friendly apparel. Hence, the interest is centered to various segments' preferences for organic apparel has already highly increased and as "the focus of marketing in the apparel industry has had to shift to what consumer want" (Brannon, 2000:16), we attempt to: 1) investigate and identify the profile of the segments with the highest potential to purchase eco-friendly apparel in terms of environmental apparel knowledge, environmental concern and attitude, perceived consumer effectiveness, fashion purchase behavior and fashion consciousness/leadership; 2) identify the preference structure of young people with the highest purchase intention towards an organic blouse. Specifically, we study:

- How fashion consciousness/leadership, environmental apparel knowledge, ecological concern and perceived consumer effectiveness can influence the purchase intention of young people towards organic apparel?
- Which are the segments with the highest purchase intention towards organic apparel?
- Which is the most optimal product design of an organic blouse for the segments with the highest potential to purchase organic apparel?

2. LITERATURE REVIEW

2.1.1 Apparel attributes

Purchasing apparel satisfies various needs such as expression of identity (Kaiser, 1990; O'Shaughnessy, 1987) and self-image (Kaiser 1990; Morganosky and Vreeman, 1986), as well as giving individuals a way to impress others (Gould and Barak., 1988). Since products mean different things to different people, consumers form differing attachments to them. An individual's attachments may be quite different from their family or friends in nature and intensity (O'Cass, 2000). Beaudoin et al. (2000) identified 12 attributes which have an impact on our decision when we purchase apparel: good fit, durability, ease of care, price, comfort, quality, color, attractiveness, fashionability, brand name, appropriateness for occasion, and choice of styles. Myers (1968) has argued that "only a limited set of attributes play a critical role in determining choice between alternatives. These are the "determinants attributes". Dickerson (in Beaudoin et al., 2000) stated that the most important garment attributes when making purchasing decisions are: price, care, country of origin, quality, and style. According to Eckman (1990), price and brand are the most frequently used attributes by consumers in assessing apparel. North et al. (2003) also stated that the preferences of consumers for items of apparel may depend on the joint influence of price and product attributes such as quality, style and brand. While quality has been one of the most frequently cited fashion attributes in numerous studies, it has not been identified as the most important attribute. This suggests quality was indirectly evaluated through other attributes such as brand, country of origin, and price (Jin, 2009). Herbst and Burger (2002) reached the conclusion that young men and female consumers (aged between 13 and 16) indicated that brand is the most important attribute when they assess a fashion product. The younger the consumers are, the more important the brand and the style/fashionability are in the selecting process (Dickson, 2004; North et al., 2003).

Recent researches (e.g. Childress and Brownell, 2005; Edelson, 2007; Joergens, 2006), argue that the success of eco-fashion relies primarily on the aesthetic appeal the garment brings to the consumer. Joergens (2006) indicates that consumers are willing to purchase ethical fashion if the garment is fashionable and at a competitive price point. Consumers are influenced by brand image, latest fashion trend, and price level (Joergens, 2006). According to Dickson (2000) and Kim and Damhorst (1998) consumers are mostly concerned with aesthetic attributes in purchasing apparel. The consumer's future purchase is related to the benefits they will have from the purchase (Hustvedt and Dickson, 2009). Therefore, the industry must supply an eco- friendly product that meets the needs of the consumer (Dickson, 2000). Companies interested in producing green products should make sure that these products are competitive in the other important dimensions as well. It can be expected that once consumers experience a certain level of product performance, social and ecological benefits may come up as an additional boost in purchase decisions' possibility (Chen, 2001). According to Bohlen et al. (1996:51), "if this is achieved, environmental considerations will no longer take a back seat in purchasing decisions; since all other evaluative criteria will be relatively stable".

In this study we examine the most prominent attributes of an organic apparel, ie. an organic blouse, for different segments of the population. Hence, our research design accounts for attributes such as fashionability, price and brand.

2.1.2 Fashion leaders & organic apparel

Fashion involved consumers have historically been important to fashion researchers and marketers, because they are seen as the drivers, influentials and legitimists of the fashion process (Goldsmith et al., 1999). Kaiser (1990) also stated that fashion leaders may verbally influence others and they do influence later fashion consumers by at least providing exposure to new styles. If the preference structure of fashion leaders towards an organic blouse is identified then companies would be closer to succeed the adoption of organic apparel by fashion leaders. This is a very important step for the diffusion and the adoption of organic blouses or apparel in general by other consumers (fashion followers) whose population is also bigger than fashion leaders. "Fashion leaders, can be defined as those who are more interested in fashion than other consumers in the market, who are more confident of their own taste, who are the first to purchase new styles and, above all, who influence other consumers to adopt and buy new fashion items" (Beaudoin et al. 1998, pp.194). Considering the above, it can be concluded that fashion leaders have a very high interest in being well dressed. Gam (2010) states that consumers who have higher interest in being well dressed have a stronger purchase intention regarding eco-friendly clothing. Consequently, fashion leaders would indicate a greater purchase intention towards organic clothing.

Many researches indicate that fashion leaders make greater expenditure on apparel and more often than others (Beaudoin, 1994; Goldsmith et al., 1991; Lumpkin et al., 1981), read more fashion magazines than non-leaders do (Beaudoin, 1994; Chowdhary, 1989; Goldsmith et al., 1991; Painter and Pinegar, 1997) and tend to buy more apparel on impulse than other fashion consumers (Horridge and Richards, 1984). In addition, Fashion-oriented consumers have

heightened exposure to clothing information they experience increased exposure to information about eco-friendly apparel (Gam, 2010). As a result, their knowledge regarding organic apparel would be greater than the average. So, there is a high possibility that their correspondence will be faster and more positively towards new products such as eco-friendly clothing. In other words, their purchase intention may be greater than fashion followers.

Fashion leaders follow fashion shows, websites, blogs, Like pages etc. of the prestigious designers. Moreover, many designers have already adopted environmentally friendly initiatives into their designs (Moses, 2008). Armani, Stella McCartney, Dior, Gucci and Philip Lim use eco-friendly processes or organic materials to create their collections. Vartan et al.(2008) state that this information may cause consumers to consider eco-friendly apparel more innovative and exciting. Gam (2010) concludes that consumers' reason for purchasing eco-friendly products include fun and "wanting to try". This could be an extra motivation for fashion-conscious consumers to purchase organic apparel. So, fashion leaders may have greater purchase intention towards organic apparel.

Considering that fashion leaders spend more money and time on apparel and have greater exposure to fashion information, it can be concluded that their involvement and familiarity with fashion items are greater than other consumers'. Furthermore, Rao and Monroe (1988) states that shoppers who are more familiar with a product category rely more on intrinsic cues such as style/fashionability, design and appearance, quality. A blouse made with organic cotton could be considered as a higher quality blouse than a blouse which is made with non-organic cotton because organic cotton is grown naturally and would not trigger any allergies that the non-organic cotton could do. So, fashion leaders would have an extra motivation to purchase organic apparel. Summarizing all the above, the following hypothesis is formulated:

H1: Fashion leaders have a greater purchase intention than respondents with lower levels of fashion consciousness towards organic apparel.

2.1.3 Environmental knowledge

Frederick and Webster (1986) stated that to engage in socially responsible purchase behavior (in this case to engage in environment-related socially responsible behavior), it is imperative to **be aware of the problem** (e.g. air pollution) as well as the opportunities to buy products and services which are responsive to the problem. Kinnear (1973) concluded that the consumers who want to know how things work and were more open to new ideas were more ecologically concerned than others. Fraj and Martinez (2006) also found that consumers who work to improve themselves, and enjoy challenges in doing so, are often aware of environmental problems and have an ecologically sensitive lifestyle. Peattie (1995) stated that consumers who are aware of the problems of the environment will be motivated towards green purchase. Consistent with Smallbone (2005), it can be assumed that consumers with high pro-environmental knowledge and information, indicative of environmental awareness and values, are more likely to show environmental friendliness in their purchase and disposal decisions. Van Birgelen et al. (2009) suggests that consumers who exhibit higher levels of environmental consciousness and awareness make more "green" choices than those exhibiting lower levels. Summarizing all the above, the following hypothesis is formulated:

H2: Young people with higher level of environmental apparel knowledge indicate greater purchase intention towards organic apparel compared to respondents with lower levels.

2.1.4 Ecological concern

Kinnear (1973) found that buyers with greater ecological concern perceived the ecological dimension of the product as more salient than individuals with less concern for the environment. But in case that environmental performance is not the primary attribute in their product choice for some consumers, the ecological aspects in a so-called "tie-breaker situation" may be considered. The consumer behavior and the marketing literature have consistently reported that general environmental concern is associated with consumption behavior (Schlossberg, 1991; Shrum et.al, 1994; Stern and Oskamp, 1987). Studies have shown that consumers who are concerned about the environment and practice eco-friendly behavior purchase more green products (Diamantopoulos et al., 2003; Zimmer et al., 1994). Summarizing all the above, the following hypothesis is formulated:

H3: Young people with higher level of ecological concern indicate greater purchase intention towards organic apparel compared to respondents with lower levels.

2.1.5 Perceived consumer effectiveness

Straughan and Roberts (1999) stated that environmental concern is significant but even if someone is concerned about the environment, (s)he is unlikely to be proactive in a behavioral sense unless (s)he feels individuals can be effective in combating environmental difficulties. It is more important that consumers believe in the efficacy of individuals to combat environmental destruction than to show concern for the environment (Straughan and Roberts, 1999). Kinnear (1973) also stated that as consumers perceive that individuals can be increasingly effective in pollution abatement, they will show more concern for ecology. Perceived consumer effectiveness was the most important correlate of ecologically conscious consumer behavior (Straughan and Roberts, 1999; Roberts, 1996b). This indicates that consumers must be convinced that

their pro-environmental actions will be effective in fighting environmental deterioration. Based on the upon researches, It can be assumed that if consumers believe that their purchase behavior could affect significantly the future of the environment, they most probably purchase an organic product. So, their purchase intention would be greater. Summarizing all the above, the final hypothesis is formulated as follows:

H4: Young people with higher level of perceived consumer effectiveness indicate greater purchase intention towards organic apparel compared to respondents with lower levels.

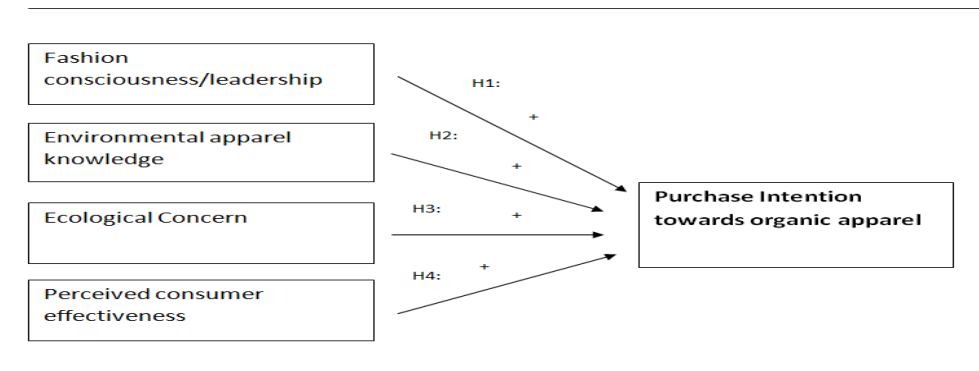


Figure 1: Conceptual Model

3. RESEARCH AND METHODOLOGY

Based on the literature review, the number of identified most important attributes is three: price, fashionability and brand. The factors which represent the attributes of the potential blouse were divided into levels that represent the possible values for that factor. The relationship between the various levels of the four factors was assumed to be linear. The factors and their corresponding levels are:

- **Price:** 25€, 45€, 90€
- **Fashionability:** High Fashion style (represents current fashion trends), Classic design
- **Brand name:** Namely designers (e.g. Armani, Prada), Fashion Brands (e.g. Levi's, Nike), Retailer's brand (e.g. Topshop, Oasis, C&A).
- **Eco-friendliness:** Organic Material, Non-Organic Material

The survey includes some questions about environmental apparel knowledge, environmental concern, perceived consumer effectiveness, fashion purchase behavior, fashion consciousness/leadership and some demographics in order to investigate the level of the constructs mentioned as well as their purchase intention. These questions are used in order to segment the sample and examine the developed hypotheses. This study was specifically conducted for an organic blouse. The data had been collected by means of face-to-face and email questionnaires. All face-to-face interviews were conducted on individual basis. This technique is employed in order to explore young people's preferences towards an organic blouse, provided that the literature review indicates that there are enough problems regarding to the profile of appealing eco-friendly apparel in general. In order to support the generalizability of this study a sample size of at least 150 respondents will be used. The sample of this research is obtained using convenience sampling and snowball sampling techniques. Environmental apparel knowledge construct was identified in the study of Kim (1998) and five of ten items of this research were selected. Ecological concern was measured using items from two studies: Bohlen and Diamantopoulos (1993) and Straughan and Roberts (1999). As far as the construct of perceived consumer effectiveness is concerned, it is measured using items from Frederick and Webster's study (1986). Fashion leadership is examined by the exact same construct of the research of Gam (2010).

4. SAMPLE

College students were selected for this research considering that this population would be a substantial future target market for green apparel according to Green Living (2008). In addition, understanding which product attributes should be adapted or individualized to better fit outside regional requirements and which product attributes can be standardized across markets, would provide enhanced customer value (Cravens, 2000). For this reason, students from several countries are selected; the majority coming from the Netherlands, Belgium, Germany, Spain and Greece. This sample provides the opportunity to identify and compare the significance of each variable as well as the correlation among these across markets. This empirical

study includes 151 respondents. 38,4% of the respondents are Dutch, 22,5% are Greeks, 10% are Germans and the rest are from various countries such as Spain, Belgium, USA and France. 60% of the sample is women. 81,4% of the respondents are between 18 and 23 years old. 84,1% of the respondents have a net yearly income less than 10,000€ and only 8% have an income between 10,001€ and 15,000€ and 6% have an income between 15,000 and 20,000€.

5. RESULTS

This empirical study includes 151 respondents. 38,4% of the respondents are Dutch, 22,5% are Greeks, 10% are Germans and the rest are from various countries such as Spain, Belgium, USA and France. 60% of the sample is women. 81,4% of the respondents are between 18 and 23 years old. 84,1% of the respondents have a net yearly income less than 10,000€ and only 8% have an income between 10,001€ and 15,000€ and 6% have an income between 15,000 and 20,000€. 82,1% of the sample has a bachelor's degree or is studying to obtain one while 16% has a master's degree. 49,7% of the sample have a job. 39,7% of the respondents purchase apparel once a month, 26,5% purchase 2-3 times a month and 20,5% purchase once every three months. The vast majority (60,3%) spend up to 100€ on apparel monthly, 30% spends between 100€ and 200€ and only 8,6% spends more than 200€. 28,5% of the respondents spend less than 25€ on a blouse while 56,3% spends between 26€ and 50€. Only 13,2% spends between 51€ and 100€. The Cronbach's Alpha of fashion consciousness, environmental apparel knowledge, ecological concern, perceived consumer effectiveness and purchase intention are .812, .528, .540, .651, .620 respectively. KMO gives a value of 0.741. KMO value between 0.7 and 0.79 is categorized as "Middling" by Kaiser et al. (1974). So, there is no point to conduct a factor analysis and reduce the factors. Therefore, the results of the research would continue to be exhibited based on all factors as they are.

The segment, with the highest score on fashion consciousness construct (which represents mostly fashion leaders group), also indicated the greatest purchase intention towards organic apparel. The most preferred levels of fashionability, price and brand for an organic blouse are the following: a price level of 25€ (57%), a "**High fashion style**" level of fashionability (90%) and a "**Namely designers**" level (40%). 21,4% prefers a price level at 85€. This indicates that in this segment there is the great percentage (in comparison with the other two segments) which are willing to pay 85€ for a blouse. It is obvious that more people in this segment prefer namely designer's collections. The segment, with the highest score on environmental apparel knowledge construct, indicated also the greatest purchase intention towards organic apparel. The most preferred levels of fashionability, price and brand for an organic blouse are the following: a price level of 25€ (48%), a "**high fashion style**" level of fashionability (76%) and a "**fashion brands**" level (52%). The segment, with the highest score on ecological concern, also indicated the greatest purchase intention towards organic apparel. The most preferred levels of fashionability, price and brand for an organic blouse are the following: a price level of 25€ (47.8%), a "**high fashion style**" level of fashionability (69.6%) and a "**fashion brands**" level (47.8%). The segment with the highest score on perceived consumer effectiveness also indicated the greatest purchase intention towards organic apparel. The most preferred levels of fashionability, price and brand for an organic blouse are the following: a price level of 25€ (57%), a "**high fashion style**" level of fashionability (70%) and a "**fashion brands**" level (60%).

6. CONCLUSIONS & IMPLICATIONS

The findings of this study indicate academic that environmental apparel knowledge, ecological concern and perceived consumer effectiveness are quite significant variables in the measurement of purchase intention towards organic apparel. They can be used to measure purchase intention towards organic products in general supporting the previous researches of Diamantopoulos et al. (2003), Frederick and Webster (1986), Ölander and Thøgersen (1995), Peattie (1995), Smallbone (2005) Straughan and Roberts (1999) and Van Birgelen (2009) and Zimmer (1994). This research also confirms that these variables, especially perceived consumer effectiveness, can be used for future researches concerning apparel industry or eco-friendly products.

Further, the findings of this study may provide practitioners significant insights regarding the purchase intention and the preferences of young people towards organic apparel and can be exploited by companies. Specifically, segments with the highest potential towards purchase intention are identified. This significant knowledge could help the companies which sell or try to sell organic apparel to identify their potential consumers and design their promotion campaign. Overall, the identification of these segments provides marketers significant information which should be taken into account in the stage of targeting these segments and positioning their brand to their minds. In addition, this study highlights the important attributes and corresponding levels for that make up organic apparel and more specifically for an organic blouse. That is, managers may have a clear image of what consumers expect from an organic blouse and surmount the existing obstacles for the consumers to buy organic apparel. Also, these findings demonstrate that the biggest opportunity for the launch of organic apparel is created for the Fashion brands. Except fashion leaders, all the other segments which are included in this research prefer by far an organic blouse branded by a Fashion brand. Furthermore, all the segments, except the one with the lowest environmental apparel knowledge, prefer by far a "high fashion style" organic blouse. For the same group, about half of them prefer "high fashion style" blouses. This indicates that their desire for sustainable fashion is interrelated with their desire to follow the fashion trends. Consumers want to purchase organic apparel but they do not want to step behind the fashion trends. Therefore, clothe manufacturers may focus on the production of organic blouses which reflects the current

fashion trends. With respect to pricing, the results support that it has to be competitive with the price of non-organic blouse since price is one of the most significant barrier to buy organic apparel.

References

- Beaudoin, P. (1994). Fashion leaders' ethnocentrism and attitude toward buying domestic apparel. Doctorial dissertation, Florida State University, State College.
- Beaudoin P., Moore M.A., Goldsmith R.E., (1998) "Young fashion leaders' and followers' attitudes toward American and imported apparel", *Journal of Product & Brand Management*, Vol. 7 Iss: 3, pp.193 – 207.
- Beaudoin, P., Moore, M.A. and Goldsmith, R.E. (2000). Fashion leaders' and followers' attitudes toward buying domestic and imported apparel. *Clothing and Textile Research Journal*, Vol. 18, no. 1, pp. 56-64.
- Birgelen, M., Semeijn, J., & Keicher, M. (2008). Packaging and Proenvironmental Consumption Behavior. *Environment and Behavior*, Vol.40, pp. 125-146.
- Bohlen, G., Schlegelmilch, B. & Diamantopoulos, A. (1996). The link between green purchasing decisions and measures of environmental consciousness. *European Journal of Marketing*, Vol. 30,no. 5, pp. 35-55.
- Brannon, E.L., 2000. *Fashion Forecasting*. New York. Fairchild.
- Burns, L.D. and Bryant, N.1997. *The Business of Fashion*. New York. Fairchild.
- Butler, S.M. & Francis, S. (1997) The effects of environmental attitudes on apparel purchasing behavior. *Clothing and Textiles Research Journal*, Vol.15, pp. 76–85.
- Chen, X., Au, W.M. & Li, K. (2004) Consumption of children's wear in a big city in central China: Zhengzhou. *Journal of Fashion Marketing and Management*, Vol.8, pp.154–165.
- Childress, S. and Brownell, G. (2005). *Green and still chic*. *Newsweek*, Vol.145, no.11,pp. 49-49. Retrieved from the Academic Search Premier database.
- Cronbach, L. J. (1951). Coefficient alphas and the internal structure of tests. *Psychological Bulletin*, Vol.52, pp.281- 302.
- Diamantopoulos, A., Schlegelmilch, B.B, Sinkovics, R. and Bohlen, G.M. (2003). Can socio-demographic still play a role in profiling green consumer? A review of the evidence and an empirical investigation. *Journal of Business Research*, Vol. 56, pp. 465–480.
- Dickson, M. (2000). Personal Values, Beliefs, Knowledge, and Attitudes Relating to Intentions to Purchase Apparel from Socially Responsible Businesses. *Clothing Textiles and Research Journal*, Vol.18, pp. 19-30.
- Dickson, M. A. , Lennon, S. J., Montalto, C. P., Shen, D. and Zhang, L.(2004). Chinese consumer Market segments for foreign apparel products, *Journal of Consumer Marketing*, Vol.21, no.5, pp. 301-17.
- Eckman, M., Damhorst, M.L. and Kadolph, A.J. (1990).Toward a model of the in-store purchase decision process: consumer use of criteria for evaluation women's apparel, *Clothing and Textiles Research Journal*, Vol. 8 No. 2, pp. 13-22.
- Fraj, E. and Martinez, E. (2006). Environmental values and lifestyle as determining factors of ecological consumer behavior: an empirical analysis. *Journal of Consumer Marketing*, Vol. 23, pp. 133–144.
- Frederick E. and Webster JR. (1986). Determining the Characteristics of Socially Conscious Consumer. *Journal of Consumer Research*, Vol.2, 3, pp.188.
- Gam H.J., (2010). Are fashion-conscious consumers more likely to adopt eco-friendly clothing? *Journal of Fashion Marketing and Management* Vol.15, no.2, pp.178.
- Gould, S.J. and Barak, B. (1986). Public self-consciousness and consumption behavior. *Journal of Social Psychology*, Vol. 128, no. 3, pp. 393-400.
- Goldsmith, R., Moore, M. and Beaudoin, P. (1999).Fashion innovativeness and self-concept: a replication". *Journal of Product & Brand Management*, Vol. 8, no. 1, pp.7-18.
- Herbst F. and Burger C. (2002). Attributes used by young consumers when assessing a fashion product: a conjoint approach. *Journal of Family Ecology and Consumer Sciences*, Vol.30, pp.40.
- Horrige, P. and Richards, L. (1984). Relationship of fashion awareness and apparel economic practices. *Home Economics Research Journal*, Vol. 13 No. 2, pp. 138-52.
- Hustvedt G. and Dickson M.A. (2009). Consumer likelihood of purchasing organic cotton apparel, Influence of attitudes and self-identify. *Journal of Fashion Marketing and Management*,Vol. 13, no. 1, pp. 49-65.
- Joergens C. 2006. Ethical fashion: myth or future trend? *Journal of Fashion Marketing and Management* Vol.10, no.3, pp. 360–371.
- Kaiser S. 1990. *The Social Psychology of Clothing*. Symbolic Appearances in Context, 2nd edn. Macmillan: New York; USA.
- Kim H., Damhorst M. (1998). Environmental Concern and Apparel Consumption. *Clothing and Textiles Research Journal* Vol. 16, pp.126.
- Kinnear, T. C., & Taylor, J. R. (1973). The effect of ecological concerns on brand perceptions. *Journal of Marketing Research*, Vol.120, pp.191-197.
- Myers JH & Alpert MI. *Determinant buying attitudes: meaning and measurement*. *J Mark* 1968;32:13–20.

- Meyer, A. (2001). What's in it for the customers? Successfully marketing green clothes. *Business Strategy and the Environment*, Vol. 10, no. 5, pp.317-30.
- Morganosky, M.A. and Vreeman, A.L. (1986). The involvement concept: relationships to the apparel consumer.unpublished manuscript.
- Moses, N. (Speaker). (2008). —Fashion week: High waists and animal prints. (Transcript Document Index Terms: 18698210). National Public Radio: The Bryant Park Project.
- Lumpkin, J.R., Allen, G.S. and Greenberg, B.A. (1981). Profiling heavy-users of wearing apparel. *Southern Marketing Association Proceedings*, pp.167-70.
- North E.J., Vos. R.B. and Kotzé T. (2003). The importance of apparel product attributes for female buyers. *Journal of Family Ecology and Consumer Sciences*, Vol.31, pp.41.
- O'Cass, A. (2000). An assessment of consumers' product, purchase decision, advertising and consumption involvement in fashion clothing. *Journal of Economic Psychology*, Vol.21, pp.545–576.
- Ölander, F., & Thøgersen, J. (1995). Understanding of consumer behaviour as a prerequisite for environmental protection. *Journal of Consumer Policy*, Vol.18, pp.345-385.
- O'Shaughnessy, J. (1987). *Why People Buy*, Oxford University Press, New York, NY.
- Painter, J.J. and Pinegar, M. L. (1971). Post-high teens and fashion information. *Journal of Marketing Research*, Vol. 8, no. 3, pp. 368-9.
- Peattie, K. (1999). Trappings versus substance in the greening of marketing planning. *Journal of Strategic Marketing*, Vol.7, pp.131-148.
- Phau, I. & Ong, D. (2007).An investigation of the effects of environmental claims in promotional messages for clothing brands. *Marketing Intelligence & Planning*, Vol.25, pp.772–788.
- Rao A.R. and K.B. Monroe (1988).The Moderating Effect of Prior Knowledge on Cue Utilization in Product Evaluations. *Journal of Consumer Research*, Vol.15, pp. 253-264.
- Roberts, J.A. (1995). Profiling levels of socially responsible consumer behavior: a cluster analytic approach and its implications for marketing. *Journal of Marketing Theory and Practice*, Fall, pp. 97-117.
- Roberts, J.A. (1996a). Will the real socially responsible consumer please step forward? *Business Horizons*, January-February, pp. 79-83.
- Schlossberg, H. (1991). Innovation seems to elude 'green marketers'. *Marketing News*, Vol.25, pp. 16- 20.
- Shaw D.,Shui E.,Hassan L., Bekin C., and Hogg G. (2007). Intending to be ethical: an examination of consumer choice in sweatshop avoidance. *Advances in Consumer Research*, Vol.34, pp.31-38.
- Shrum, L. J., Lowrey, T. M., & McCarty, J. A. (1994). Recycling as a marketing problem: A framework for strategy development. *Psychology & Marketing* , Vol.11 no.4, pp. 393-416.
- Smallbone, T. (2005). How can domestic households become part of the solution to England's recycling problems? *Business Strategy and the Environment*, Vol.14, pp.110.
- Straughan, R., & Roberts, J. (1999). Environmental segmentation alternatives: a look at green consumer behavior in the new millennium. *Journal of Consumer Marketing*, Vol.16, no.6, pp.531-575.
- Stern, P. C., & Oskamp, S. (1987). Managing scarce environmental resources. In D. Stokols, & I. Altman, *Handbook of Environmental Psychology* (pp. 1043-1088). New York: Wiley.
- Silverstein, M. (1995). Market forces now drive the environmental steamroller. *Business & Society Review*, Vol.34, no.1, pp.51-54.
- Vartan, S. (2008). A case for eco-fashion. *The Environmental Magazine*, Vol. 19, no. 6, pp. 33-34.
- Zimmer, M.R., Stafford, T.F. and Stafford, M.R. (1994). Green issues: dimensions of environmental concern. *Journal of Business Research*, Vol.30, pp.63–74.