

## IMPACT OF TRANSPARENT WORKING CONDITIONS OF BRANDED CLOTHES ON CONSUMER BUYING INTENTION

Ria Hembrom<sup>1</sup>

<sup>1</sup>Master Of Business Administration (MBA), Mittal School Of Business,  
Lovely Professional University, Phagwara (Punjab)

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### ABSTRACT

The goal of this thesis is to ascertain what aspects of open working circumstances influence consumers' purchasing decisions and how the case firm may tell consumers of the brands' moral standards. By learning what type of data the client is interested in getting and how, the study is done to better serve the customer. The purchase of ethical apparel is the main topic of this thesis. The core theory underlying customer behaviour and decision-making, as well as moral purchasing, is introduced in the theoretical framework, which is assembled from numerous books, papers, and websites. The discussion of ethical clothes, the slow fashion movement, sustainability, transparency, and problems in the fashion business follows the theory portion. A structured questionnaire was used as part of a quantitative research strategy to learn more about the attitudes and purchasing habits of consumers. The survey indicates that there is significant interest in additional ethical apparel options. The results show that customers demand easy access to information regarding ethics while shopping. Consumers need more openness and readily available information about brands and their goods. The issue is urgent, and as customers gain knowledge and awareness of ethical issues, they may demand better business practises from organisations and pressure the fashion sector to enhance its social and ethical policies.

### 1. INTRODUCTION

The fashion business is becoming increasingly significant to market economic growth. This may be one of the tools used by sector participants to satisfy consumer's shopping demands and desires. However, among younger people, fashion in clothing has grown extremely. They desired to seem well-dressed and polished in public. This implies that when customers choose to purchase a product from a certain retailer, they will be motivated by their aims.

To explore the factors that influence customer and market by their buying intentions today, the producer needs some data. The producer can learn how the buyer will be satisfied by their goods by using this purchasing intent.

Today, the global fashion business is the one that is expanding quickly. India's fashion market is currently regarded as active. Due to Indians' growing awareness of fashion over the past few decades, the country's fashion business has been flourishing.

Shorter fabric life cycles in fashion retailing, increased competition, and globalisation all improve symmetric consumer behaviour and present a number of marketing issues for retail businesses. Manufacturers and merchants must create successful marketing plans in order to survive in this sector. It has been noted that Indian fashion trends have had a significant impact on the market for trendy apparel.

The purpose of this study is to acquire a comprehensive understanding of the variables that may influence consumer perception and purchase intention with respect to buying apparels from brands that are forthcoming about their supply chain.

The fashion industry is the fourth most polluting industry and fast fashion is infamous for its abusive treatment and unsafe working conditions of its workers. It has been guilty of numerous abuses linked to exploitation of labour, tax frauds, tax evasions, phoenixing, unauthorized subcontracting, etc. More than low wages, fast fashion factories all around the world are known for their harsh working conditions. Employees usually work overtime with no ventilation in unsafe buildings, exposed to toxic chemicals, inhaling fiber dust. Fires, injuries, accidents and diseases are very frequent occurrences on textile production sites. On top of that, workers regularly face verbal and physical abuse. Among the most recent and notable examples in this regard are recent studies of systemic oppression of over a million Uyghur people in Xinjiang, China, who were forcibly detained to produce cotton and textile for global brands and retailers.

The materials used to make the clothing are typically in the forefront of our minds when we think of "quick fashion." Both "ethical" and "slow" fashion are components of sustainable fashion. Women, who account for 90% of the workforce, comprise the bulk of garment workers. Every year, the scale of the clothing sector grows. There were 20 million workers in 2000, but by 2014, there were 85 million. Manufacturing is the second-largest industry for cases of modern slavery, which makes these numbers crucial. One in three of the 40 million individuals who are subject to "modern slavery" are believed to be youngsters, and 50% of those persons are believed to be slave labourers.

The main objective of this paper is

- To study the impact of working culture transparency on branded clothes buying intention.
- To know the customer attitude towards clothing brands having transparent working condition.

## **2. REVIEW OF LITERATURE**

Find variable: quality, COO, promotion

### **Impact of transparent working conditions of branded clothes on consumer buying intention.**

#### **Purchase intention**

According to Lim, Arokiasamy, and Moorthy (2010), the most important factors that influence consumer preferences in purchasing fashion products were advertising, current fashion design, price and quality, and country of origin. This means that nowadays consumers all over the world have a step when they want to buy a product. The first important step they take is to see where the COO of the product is coming from. And when they look at it, they easily buy products and intend to buy them. And also when the consumer sees the product which is an international product, in the mind of the consumer this product should be good and perfect.

When someone decides to buy a product, they return to the market again, according to the explanation of Fandos and Flavian (2006) the phenomenon of purchase intention, which they defined as the projected behavior of consumers regarding the repeated purchase of a specific product on a short basis. From the above information, it follows that purchase intention will create behavior among consumers to purchase a product. This leads the consumer to buy the product more and more because it becomes a habit that exists in their self.

According to Jin and Kang (2011), it was discussed that the relationship between four consumer behaviors and purchase intentions, including an undeniable intention to buy a product, a clear understanding that you will buy a product, the possibility of purchasing a product in the future, and the decision to buy a certain product directly. It has been shown that when a consumer buys a product and creates a habit of purchasing intention. Before buying, they will think for a certain reason that it can bring to their satisfaction with the product or service. And also, if the consumer follows the above four steps, it

can make him feel that this product is very useful and he will come again the next time he is in the store looking for another product that could satisfy him.

Overall, referring to the study of Siti, Pan and Mohaini (2014) and Tee, Gharleghi and Chan (2013), purchase intention is considered as a habit that exists in the market for consumers to purchase goods. And it also makes the business have a competitive advantage that they will get something unique, thanks to which the consumer will really love what it offers. On the other hand, it also becomes the behavior of consumers when they make a purchase decision. Actions will be taken with the intent to buy back. Younger's International Branded Clothes Fashion in Jakarta has already expressed a wish to purchase.

According to a study by Jung and Jin (2016), customers' purchase intentions increase when products are perceived as having higher value. By conducting research, it was found that customers who have a high perceived value towards the social environment, quality and price would be most likely to purchase sustainable products. Thus, the primary internal and external elements that influence purchase intention in this study will be product knowledge regarding sustainable fashion and product price.

#### **Brand Image**

According to Kinra (2006) reviewed that consumers tend to perceive a positive brand image towards an international product brand. This means that the consumer has knowledge and feeling in choosing products when he wants to buy. They probably think that if they buy a product with a strong brand image, they will be satisfied and intend to buy. And mostly they choose a product that has a strong brand among consumers in the market and it must be an international brand. Because it has good quality and consumers will feel proud when they buy this product. For example, when a buyer wants to buy shirts, they consider which brands are well-known and offer high-quality products, and are likely to visit Ted Baker, Massimo Dutti, and Ermenegildo Zegna to make a purchase. These brand examples are international product brands and they are also known in the market which makes them good brand image to offer to consumers. Therefore, consumers visit and intend to buy.

According to Hsieh, Pan, and Setion (2004), a strong brand image increases the likelihood that customers will repurchase the product because it lets them judge how satisfied they are with the brand and how it differs from its competitors' brands. This means that nowadays people expect a product to have a perfect brand image to influence them to buy the brand again. Also, when they have positive feelings of satisfaction, it can direct them to purchase intention and also lead them to be the first brand they choose when they want to shop next time. For example, when consumers buy a TV from

Sony, they feel a positive sense of satisfaction. It directs them to buy a different Sony product on their next purchase. This is a favorable influence that the brand image will have on the buying behavior of clients.

#### **Sustainability and sustainable fashion**

According to Kumar, Rahman, Kazmi, & Goyal, (2012); Lee, Bae, & Kim, (2019), sustainability refers to providing positive impacts or reducing negative impacts regarding the entire production process for three aspects: environmental, economic and social. The phrase "sustainable fashion" has been around since the 1990s.

However, Remy, Speelman and Swartz (2016) noted that since the launch of the first sustainability program for fashion companies in 2009 at the Copenhagen Fashion Summit, the field of sustainable fashion has developed extremely quickly and the phrase has become widely used.

Mukendi, Davies, Glozer and McDonagh (2020). Sustainability means that a fashion brand should be responsible for the three aspects mentioned above, whether during production or the final product itself. However, the fact that the word "sustainable" refers not only to the environment is not well known among customers. Customers are more aware that sustainable products are better for the environment, but do not consider the social benefits of sustainability, such as eliminating child labor and improving working conditions.

#### **Labor Market Transparency**

Wadensjo, E. (2013) analyzed that there are serious problems with lack of transparency in the labor market. The labor market is a complicated market for several reasons. You must be at the workplace to submit your work. Job seekers may lack transparency about workplace conditions. Employees differ from each other in many ways.

Employers may lack transparency about job applicants' qualifications. And the jobs offered vary and the jobs often change as a result of who is hired. In this context, it is important that not all individuals are interested in the same information. For example, high school graduates are interested in different information than those who have just finished their university education or settled in the labor market. It is not easy to get a good picture of the different aspects for people on both sides of the labor market, neither for job seekers nor for employers looking to hire workers. Information is asymmetric. It is considerably more difficult for foreign-born persons and for employers who receive applications from job seekers with ID cards from another country. There are large gaps in the transparency of the labor market. Public authorities also lack essential information about the actual functioning and results of the labor market. For the labor market to be transparent, agreements and their understanding are equally important. Politicians, public authorities and social partners can, through laws, public policy programs and collective agreements, bring conditions closer regardless of the employer, thereby increasing transparency in the labor market and promoting mobility.

### **3. THE IMPACT OF BRANDS ON CONSUMER PURCHASE INTENTIONS**

September 25, 2011

Syed Saad Hussain Shah, Jabran Aziz, Ahsan Raza Jaffari, Sidra Waris, Wasiq Ejaz, Maira Fatima and Syed Kamran Sherazi

Brand strength, which is a critical component in the brand extension process, is an obvious issue in terms of the core brand image and in the context of brand extension. Older studies have concluded that consumers can judge brand strength either objectively or subjectively. According to Shwu-Ing and ChenLien (2009), market share, channel dominance, distribution and promotion and advertising costs are indicators that can be used objectively. He went on to say that top-performing brands typically generate more publicity and market share, leading customers to generally view these companies as superior. According to extensive research presented by Shwu-Ing and Chen-Lien (2009), brand awareness and brand preference are two key elements of core brand image. Two elements of core brand image, brand preference and brand awareness, have an impact on core brand image and are positively correlated with core brand attitude (Shwu-Ing and Chen-Lien, 2009). In addition, awareness and relevance are also essential for good branding (Sevier, 2001). According to Bogart and Lehman (1973), brand awareness developed as a result of the widespread dissemination of advertising messages to different areas and their diverse sub-elements. According to Moore and Steve (2000), a fashion brand's entry into the global market has been successful in terms of brand awareness and image. Moreover, rational qualities (that which exists and can be used to distinguish one thing from another) can be considered the "causes" of a brand image rather than the image itself. (2006) Da Silva and Alwi. Take a deeper look at the brand; it symbolizes the ability to create a synergistic effect of all marketing activities that embed and expand the existence of the image in the minds of consumers and contribute to the success of the company by enhancing cash flows and shareholder value (Wong and Merrilees, 1998). The atmosphere and level of the store have a beneficial effect on how popular private label brands are perceived. Conversely, the similarity between national brands and store reputation demonstrates a detrimental effect on the quality of private label goods (Vahie and Paswan, 2006). "A corporate brand is a valuable intangible asset that is

difficult to copy and that can help generate consistently superior financial performance," according to Roberts and Dowling's 2002 operational definition.

#### **4. CUSTOMER PERCEPTIONS IN BUYING DECISION**

MD Mazedul Islam, Muhammad Mufidul Islam, Abu Yousuf Mohammad Anwarul Azim, Md. Russel Anwar, Md. Mijan Uddin

Lalitha et al., (2008) conducted a study titled "Menswear Brand Preferences". The study focuses on the brand preferences of a limited group of customers residing in the cities of Secunderabad and Hyderabad for shirts and trousers. It is only available to consumers who visit specific showrooms in Secunderabad and Hyderabad. The purpose of this study was to understand why consumers make certain decisions, prefer branded shirts and pants over non-branded ones, determine the impact of branded clothing advertising on the respondent's purchasing behavior, and understand the factors that influence buyers when choosing branded shirts or pants. . Respondents' purchases of branded shirts and pants were found to be influenced by their education, employment status, age group, store convenience, and advertising. Ninety-four percent of respondents have a university degree and buy designer clothes. People aged 20-50 earn money and buy designer clothes. According to the study, marketing has little influence on consumers' decisions about which clothing brand to buy. Because of the quality and prestige signal, 54% of consumers buy branded clothing.

A study by Ritu Narang (2006) titled "Study on Branded Menswear" was conducted in Lucknow to investigate the buying habits of consumers of branded menswear. The aim of this research is to examine the purchasing patterns of consumers of branded men's clothing, the effect of advertising on consumer choice and the effect of promotional activities on consumer choice (Kazmi, 2001; Mathur, 2002). The type of research was exploratory as it was conducted to conceptualize the purchasing behavior of buyers of branded menswear and the impact of advertising on their purchasing decisions. This study concluded that buyers mostly visit branded clothing showrooms for purchasing purposes

(Jaishri and Jethwaney, 1999). Pathak and Tripathi in 2009 conducted a study titled "Customer Shopping Behavior between Modern Retail Formats: An exploratory research design was used to conceptualize the shopping habits of branded menswear consumers and the influence of advertising on the decision making of these consumers. According to the findings of this study, customers mainly visit branded clothing showrooms to shop. Customer Buying Behavior Across Modern Retail Formats: A Study of Delhi & NCR was a 2009 study by Pathak and Tripathi. The study is a survey conducted in

Delhi and NCR. Of the current retail formats, it mainly focuses on the shopping behavior of customers in the Indian context (Sumathi, 2003). The aim of the study is to identify elements that influence consumer choice across current retail formats and to assess the relative importance of different aspects in consumers' purchase decisions.

Young people today are more interested in a comfortable, hassle-free life. Now they have money and want to spend it on reliable products and services that are worth the money they would pay. They pay a high price for "brands", yet they still prefer them because they realize that they get their money's worth from branded goods. Consequently, this generation of customers could be referred to as the "brandconscious generation". Customers rely on CatsEye, Yellow, Richman, Aarong and Kay-Kraft as reliable brands. The problem is that while they were the industry leaders when they started, there are now several brands that can provide the same quality for potentially less money. The consumer can participate more effectively in the overall market economy if he approaches his clothing requirements and purchases sensibly. Many studies on consumer buying behavior have found that gender is an important aspect for understanding consumer behavior and an essential market segmentation index for businesses to satisfy their consumers' demands and wants. Marketers should try to understand how gender affects decision making. Finding more effective ways to interact with both genders and make marketing mix decisions could benefit from research on gender differences in decision-making patterns. According to numerous past researches, gender is related to consumers' opinions, attitudes, preferences and purchasing decisions.

#### **Consumer Buying Behaviour**

How consumers buy, use and dispose of goods and services is a major topic of consumer behavior research. The process is ongoing and does not end when the customer actually completes the transaction. Understanding the concept of buyer behavior is important when building customer relationships. Consumer behavior research focuses on meeting the wants and needs of customers influenced by cultural, social, psychological, and personal factors (Table 1).

### Influencing factors in buyer behaviour

Traits that influence buyer behavior are cultural, social, personal, and psychological factors (Table 1). Marketers have no control over these factors, but it's important to understand them and consider them in your efforts.

Cultural	Social	Personal	Psychological
Reference			
Cultural	Group	Age and life cycle stage	Motivation
Subculture	Family	Occupation	Perception
Social Class	Roles and Status	Economic situation	Learning beliefs and attitudes
		Personality and self Concept	
		Lifestyle and values	

### Consumer Behavior in the Fashion Industry

No industry has consumers who react and act in the same way. Especially in the fashion industry. Many manufacturers have tried to control fashion throughout history, but in the 21st century they strive to meet the needs and desires of their customers rather than dictate what they like and dislike. As mentioned earlier, understanding what drives consumers is key to understanding what they want. To meet industry challenges, manufacturers and retailers in the fashion sector need to organize and respond to consumer demand and desires.

Motivation is a much-discussed topic in consumer behavior, so there are several underlying motivations for the actions of various organizations.

Strähle in 2017 argued that buyers often buy clothing out of emotional desire. History shows that many emotionally driven fashion shoppers chose clothes based on designer names. For example, before Calvin Klein came along and changed that reality, jeans were worn by employees and the logical choice of shoppers. This created a market for designer jeans. Fashion serves as a means of expressing one's identity in contemporary culture. It is clear that identity plays a major role in fashion consumer behavior. People want and need to fit into many different cultural groups or communities. It is important for people to feel welcome so that they conform to the values and social norms that a society has established within its particular culture. Identity is described by Hogg and Abrams as people's ideas about who they are, what they are, and how they relate to others". It has been. The majority of consumers seek to express themselves and establish their identity through fashion.

Identity is so important to fashion customers that it often takes precedence over other considerations such as ethics, sustainability and functionality.

On the other hand, Birtwistle and Moore in 2007 emphasized that this is due to a lack of awareness of the negative environmental impact of the fashion industry. McNeill and Moore emphasized that ideas and behaviors are the result of other factors that more strongly influence purchasing behavior. These factors include cost, quality, style and brand awareness, and have a significant impact on how people consume fashion.

As already mentioned, there are many decision-making processes that consumers base on the products they purchase. Customers with few options often decide on a brand even though they already know what they want. This is a mix of thorough buying decisions and regular decisions. This is typical behavior of fashion consumers, and buying clothes is a good example to illustrate the process. As the fashion industry, especially quick fashion, has shown, socialization and what it means to people can greatly influence the decision-making process, leading to overconsumption.

### Ethical buying

Making conscious decisions when purchasing products such as B. Preferring fair trade or eco-friendly goods is called ethical shopping, and is referred to by some sources as "conscious consumption" or "ethical, also known as "fashion consumption".

Ethical means being designed, sourced and manufactured to maximize benefits for people and communities while reducing adverse environmental impacts. The Fashion Forum defines ethical fashion consumption: Reducing consumption while recognizing ethical aspects of the fashion business, such as environmental impact, social impact, and clothing longevity. Buying more sustainable clothing contradicts the ideals of stores or goods, i.e., consumers.

In this case, customers use their purchasing power to support businesses that share their values. and become political consumers who boycott companies that do not.

Groups of individuals may choose to boycott certain companies or countries because of bad experiences that discourage them from using their products. Most boycotts are ineffective because they lack participation. Simplifying lives is another approach to changing consumer behavior. Simpler consumers range from anti-consumers to those who only occasionally casually make ethical choices. Consumers are increasingly expressing concerns about the impact of their purchases and a desire to wear ethical clothing.

While consumer appetite for more ethical spending appears to be growing, consumer buying behavior has not changed in the usual ways. This "attitude-behavior gap" demonstrates that the desire to make ethical purchases does not necessarily translate into actual behavior. The goal of making ethical purchases can be thwarted by situational constraints and better opportunities.

### **Transparency**

Financial or governance transparency are both examples of transparency. Financial transparency refers to the disclosure of financial data (revenues, profits, budgets, reports, etc.) and governance transparency refers to the disclosure of the rules and behaviors that underlie the operating procedures that dictate how a company operates. increase. Only governance transparency is considered in this discussion. A company's corporate social responsibility practices that serve as core values can serve as representatives of ethical behavior in that organization.

Transparency and honesty in following procedures demonstrate transparency and value customer trust. If the company values have not yet been updated, it is wise to review, establish, reinforce and confirm that the company values are aligned with the right ones.

In addition to making ethics a core company value, it is important to examine organizational relationships to determine if there are areas where the ideals of the various parties conflict. Identifying relationships that go against company values and correcting such relationships can help avoid future criticism and protests.

Companies should engage in partnerships in marketing and communications in addition to annual reports. A 2016 survey found that more than half of consumers believe more brand information is important in making purchasing decisions, with 73% saying they would pay more for a product with full transparency. was found to be willing to pay Customer loyalty is driven by transparency. To build a genuine relationship with their customers, companies need to be transparent about how their products are made, their environmental impact, and more. Transparency means that all company issues are openly discussed and not kept secret.

Harvey 2018, cited on 18 October 2018. Fashion Transparency Index published by The Fashion Revolution CIC.

The Fashion Revolution CIC standards transparency includes: corporate wages, gender equality, worker benefits and living wages, sustainable living, corporate responsibility, decent working conditions, environmental sustainability Includes details.

### **Issues in the Fashion Industry**

Carrigan, McEachern, and Szmigin in 2009 argued that when it comes to ethical fashion, human rights are of primary concern to consumers. There are a lot of people in the fashion industry.

Practices involving child labor, sweatshops and fur farms cannot be considered unethical. According to Merriam-Webster, ethics is "a discipline of right and wrong, moral obligations and obligations." Ethics should be firmly embedded in corporate culture as a set of rules that define what is morally right or wrong in business. In addition, there are many additional challenges such as: B. Concerns about the environment, human health, and fair wages. This chapter addresses the most common problems in the fashion industry.

Fast fashion has become a well-known concept that many high-end fashion companies adopt every year.

Fast fashion refers to the rapid production of clothing and accessories from the runway to the consumer.

Fast fashion brands don't create seasonal collections.

Consumers are under increasing pressure to buy the latest and trendiest products, leading to overconsumption of resources and clothing. The oil sector is the biggest polluter, and fast fashion is his second largest. A myriad of hazardous substances are used in the manufacture of clothing, polluting the environment and human health.

Toxic substances are well known to cause tumors and brain abnormalities in both adults and children. The desire to produce fashion quickly has meant that other factors of production such as labor, capital and natural resources have been neglected. Low prices are made possible by the exploitation and use of labor and natural resources. By using chemicals and pesticides on cotton plantations, the fashion industry is harming the environment by polluting ecosystems. These

compounds are harmful to both the environment and humans. Landfill disposal also contributes to environmental pollution during the garment manufacturing process.

Sustainable and ethical companies are fighting this by using organic cotton and recycled materials to reduce their negative environmental impact.

## **5. RESEARCH METHODOLOGY**

Research is often divided into quantitative and qualitative research based on primary data collection methods. The research method you choose should be appropriate to the research problem and should be chosen according to the purpose of the research. Quantitative and qualitative data collection methods and data analysis are often used in business research. To distinguish between these two approaches, we need to determine if the data is numeric. Survey questions, graphs, and statistics are examples of quantitative approaches defined and used in data collection and analysis that provide numerical data.

Non-numerical data generated by qualitative methods of data collection and analysis are used to explain phenomena based on verbal meanings. The study uses a quantitative approach by conducting a survey of case firm clients. This technique is used to collect standardized data. That is, ask each sample participant the same question. The main approach to data collection in current research is through questionnaires, which are an important component of research studies. Surveys allow researchers to gather a lot of data quickly because they can interview multiple customers in a single survey. Although it saves time, it also has drawbacks. This research approach begins with a discussion of key research questions and gathering theoretical background in order to identify appropriate research questions.

The information collected for the conceptual part is called secondary data because it was collected for another purpose prior to this study. To ask the right questions of consumers and gather accurate data on this subject, it helps to understand the key factors that influence customer behavior and decision making.

A research methodology was employed to gain direct insights from customers. Surveys help you efficiently gather information directly from your customers and understand their perspective.

## **6. DATA COLLECTION**

Survey planning and testing is the first step in the data collection process. Researchers should have a research objective and develop a specific research question before creating a questionnaire. After the survey objectives are determined, relevant demographic factors such as age, gender, education level and income of the respondent are considered. The study selected respondents based on age, gender, and wealth, and examined whether these factors influenced their opinion of ethical clothing depending on the information sought. Question types can be used in surveys. The current survey is self-administered. Respondents respond individually, either online or at a physical location.

Closed questions provide the easiest form of data entry for this type of survey. As a result, the majority of survey questions were selected as closed. Use closed-ended questions in combination with open-ended questions to obtain more detailed answers from respondents.

Open-ended questions lead to richer responses, as respondents are more free to express their opinions and respond more spontaneously therefore closed and curated multiple-choice questions are used. This form of question loses accuracy because respondents rarely answer, but it yields similar statistics. If you are unsure of all possible answers, you can add an open-ended option to your question to make your answers more specific.

## **7. RESULTS**

The survey was opened by 95 respondents sent via a public web link within one week. Of the 95 respondents, 59 were women and 36 were men. Almost half (48%) of respondents were aged 20-29, the largest age group. A third (34%) were aged 30-39. 13% of respondents were aged 40-49 and 5% were older than 49. Only one respondent was under 20 years of age. Respondents were also asked about income, which influenced their purchasing behavior.

The respondents were fairly evenly divided into different income rates. In question 4, customers were asked whether they look for information about the ethics of a substance before making a purchase decision. Just over two thirds (68%) said yes and one third (32%) said no.

When asked what information customers would like to receive about the origin of brands and clothing, more than 80% were interested in information about country of origin and location of factories (83%), environmental friendliness of materials (80%) and working conditions, human rights and fair wage (87%). The same information was in the top three for the largest 20-29 age group, which appears to be the primary customer base. When communicating about ethics to customers, it is good to take this fact into account and emphasize the most requested information.

More than half (52%) of respondents also wanted to know what the company's impact on the environment is. 41% wanted to know about clothing and textile recycling and 38% were interested in the manufacturing process. In addition,

there was interest in learning how surveillance is carried out, what is the origin of the materials used in the product, but also the chemicals used in the manufacture of the clothes, the transport distance, what quantities are distributed by intermediaries and whether the product is produced locally.

Country of origin and location of factories	83%
Environmental Friendliness of the material	80%
Production Process	38%
Clothing and textile recycling	41%
Environmental impact of the company	52%
Working conditons, human rights and fair wage	87%
Something Else	3%

When customers were asked how they would like to receive information about the ethics of clothing and brands, the most common answer was "on product labels". According to the responses, customers think that the information on the product labels would help them to evaluate the purchase decision when purchasing. The information should be easily accessible when the customer is shopping without having to search for the information separately. The most important information about the product would be found on the product label, for example the country of manufacture and the environmental friendliness and origin of the materials used, as well as any certifications given to the garment were requested in the survey. Respondents also wanted to see brand ethics in store – for example, an information sheet or poster for each brand, or simple leaflets that would provide some key information while raising awareness of the importance of ethics.

We also ask for information from sellers as well as guidance on how to find more information, for example by redirecting the customer to Kure's website. Some customers wish to receive information about the ethics and production of the garment after purchasing the garment by email or in a leaflet when they receive the product. Responses indicate that more detailed information packs on the brands can be found on the Kure website - information such as facts about the supply chain, brand ethics and sustainability, carbon footprint and overall environmental friendliness can be found in an easy-to-read table.

Question number 8 was a ranking question, where respondents were asked to put the following things in order of importance when making a purchase decision on a garment: -

- Cheap price
- The appearance of the garment
- Material quality
- Ethics
- Environmental friendliness
- Country of production
- Longevity of the garment

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supply chain, brand ethics and sustainability, carbon footprint and overall environmental friendliness can be found in an easy-to-read table.

## 8. CONCLUSION

A survey of consumer ethical clothing buying practices was conducted to generate the following research questions and find solutions. - What factors influence a consumer's decision to buy ethical clothing? - How can case companies help their customers learn more about the morality of clothing? This survey 68% of respondents research the ethical status of clothing before making a purchasing decision, suggesting that shoppers should receive this type of information. While the majority of respondents have not stopped consuming cheap fashion entirely, they do indicate that they buy ethically made clothes over cheap ones.

Reasons for this include a small selection of children's clothing, underwear, jeans, sportswear, etc., high prices, and high inventories. Respondents said the three most important factors to consider when buying a garment are the garment's appearance, material quality, and durability. Previous research confirms the fact that the appearance of the dress transcends the ethics of the dress. This is because clothing usually conveys a person's self-identity and social status, and individuals want to look fashionable and be accepted by their peers. is not sacrificed. In addition to timeless design, proper washing and care instructions from the seller, and care labels, the quality of the material also affects the longevity of the garment. Reasonable prices and country of origin were generally less important than ethical and eco-friendly clothing, according to the study.

However, some respondents said ethical clothing was too expensive and would prefer more cost-effective options.

If the consumer is considering a purchase, it is wise to emphasize ethical considerations, high-quality materials, and the longevity of the garment. If these qualities are accurate, they justify the higher price can be used for. Another key issue was easy access to information about brand and clothing ethics. This finding builds on the assertion of previous research that perceived reliability and convenience are barriers to purchasing ethical clothing. For example, some customers question the environmental friendliness. Such promises are often used as marketing gimmicks and are not well informed due to lack of transparency. To gain customer trust, an organization must be honest and clear in its procedures.

Information is often difficult or impossible to find.

As such, customers opt for easy-to-use options rather than researching brand ethics. Transparency is inherently relevant to ethical shopping, so buying ethical clothing requires access to information from businesses and sellers. Respondents' interest in various aspects of ethical clothing and their preferred methods of gathering information were assessed. The structure of the research material makes it easier to read and allows it to be included in ongoing communications. In summary, businesses should be encouraged to be open with their customers and should be compelled to disclose information about their operations. Product labels should provide important information about the product, and information boards, brochures and posters about the brand should be available in stores. Sales representatives and, for example, QR codes referencing detailed information packages about individual brand practices on the Internet are intended to direct customers to detailed information. Not all records are currently available in shops. Rather, the facts on the website help the seller to get more information right for their customers. Knowing about the different materials and how to recycle woven and antique clothes will help customers get their clothes back. may purchase. Blog posts, advertisements, and social media can also make consumers aware of the topic. More brands need to adopt ethical standards if they want to make a difference in the fashion industry. Fast fashion companies need to make significant improvements as consumer demand is forcing more companies to improve their processes and openness. Prisma and K-City Market are his two most popular clothing retailers in Finland, thus encouraging these leading retailers to offer green options and support the change in clothing consumption.

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