

A QUANTITATIVE ANALYSIS OF THE EFFECT OF TEXTILE MILL WATER
QUALITY LABELS ON CONSUMER PURCHASE INTENTION FOR APPAREL

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ABSTRACT

In order to achieve a more eco friendly fashion industry it is important for consumers to understand the environmental effects of what they are buying. One way companies do this is through hangtags. One of the biggest effects apparel production has on the environment is water pollution. Therefore this research put information on a hangtag for an unnamed apparel item with information about water treatments at the factory the product was produced at. One hangtag had information about wastewater recycling, one had information about clean water effluent and the other was a control with no extra information. Participants were shown one hangtag at random and asked a series of question about their purchase intention for that item. A t-test showed that the recycling and effluent hangtags both had a positive effect on purchase intention. A regression analysis showed that participants who viewed a treatment hangtag had a more positive attitude, subjective norm and perceived control toward purchasing the item. This is important because according to the theory of planned behavior these three factors are the main influence of purchase intention.