

Public Abstract

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Department:Textile & Apparel Management

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

This research looks into what information consumers are interested in on hangtags in regards to what they would purchase. More specifically, it looks at the water treatment at the factory the apparel product that the hangtag is on is from. Participants were given a survey and a picture of one of three hangtags. One hangtag had information about wastewater recycling at the factory, one had information about the factory effluent and the last was the control with no extra information. The results of the survey showed that if participants saw either a hangtag with information about wastewater recycling or factory effluent then they had a more positive attitude, subjective norm and perceived control and may have a higher purchase intention. This is important because putting information about the environment on hangtags is a good way to inform consumers about it. If a company sees that it will make a consumer more inclined to buy the product, then they are more willing to put environmental information on a hangtag. Consumer education is important for a more environmentally friendly industry.