Fair Trade Apparel: Purchase Intent among Young Female Adults

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Abstract:

The main objective of this research was to gather general data on the purchase intent of females aged 18-28 in relation to fair trade apparel. My survey was designed to gather information on what the main behavioral influences for buying fair trade apparel are. The traits I tested for are; peers, media, style, price, and altruistic behavior. My hypothesis was that females whom have philanthropic backgrounds will have higher intent for purchasing fair trade apparel than females whom have no philanthropic experience. Secondly I purpose that consumers will be more likely to have purchase intent for ads that use Cause Related Marketing than those that are purely visually pleasing. I administered a 34 question survey to gather my data. This research is important because there has been little study on the topic of fair trade apparel, despite its prevalence in the retail market for the past 20 years.

Introduction

Although there are many different fair trade certifying programs the message of fair trade is consistent. The World Fair Trade Organization defines fair trade as;

"Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South." (WFTO - What Is Fair Trade?" WFTO - What Is Fair Trade? N.p.)

Fair trade apparel producers hold the same values to the commitment of fair trade guidelines. Indigenous clothing company offers their own definition of the impact made by supporting fair trade;

"Each time you wear fair trade clothing, you are working to actively preserve artisan traditions while supporting fair wages and safe working environments. Designer fair trade clothing is the height of fashion, because it expresses your personal style while staying true to your morals. Because we're all part of the fabric of humanity."(Indigenous Fair Trade. Indigenous)

The concept of fair trade fashion has been around since the early 1990's, but has yet to become mainstream. Fair Trade USA's most recent annual report from 2012 shows a steady growth in apparel products sales since its launch in 2010. Sales in 2010 were $3,731, 2011 sales were $11,586, and 2012 had sales of $22,132, showing a positive increase each year. Word Fair Trade Organizations list 110 certified fair trade clothing providers on their webpage; Fair Trade USA lists 6, and 33 women's clothing companies were listed on Fair Trade Foundation's webpage. Large online retailers Amazon.com and Overstock.com both offer fair trade products on their search engines. More products are available today, reaching new markets, but are the consumers aware? This research paper will attempt to gauge the interests of females ages 18-

28 on the purchase intent of fair trade apparel. A study done in 2005 by Mary Littrell, Joon Jin Ma, and Jaya Halepete, *Generation X, Baby Boomers, and Swing: marketing fair trade apparel,* explored the intent of generation X, Baby Boomers and Swing, but left out the biggest adult population, the Millennial (American Generations: Who They Are and How They Live, New Strategist Publications). This paper will examine if the Millennials are interested in fair trade fashion and if there is any correlation between altruism and purchase intent. Millennials are an important group to consider because they currently are the largest generation, accounting for 24.9% of the world population as of 2010(American Generations: Who They Are and How They Live, New Strategist Publications). "Behling (1985) suggested that the median age of society and the economical state of the society may affect the rate at which fashion is accepted (Maegan Watson's and Ruoh-Nan Yan's, 144). Therefore if Millennials are interested in adopting fair trade fashion their impact could be very significant.   This research is important for the apparel industry because no research has been done on the scope of this topic. Information to be gained from this study include; what is the biggest influence on shopping intent; peers, media, or individualism, do Millennials respond better to Cause Related Marketing or typical advertisements, are fair trade shoppers more altruistic than non-fair trade shoppers?

History

The concept of fair trade goods was started after World War II when European churches sold handicrafts in efforts to rebuild European villages. This church model later turned into "world stores" where community members could purchase items from different areas of the world. Fair trade certification was established through the world store, to enhance the legitimacy of the products. The United Nations coined the term fair trade to mean, "a form of

equitable trade relationships between developing and developed nations that takes into account developing nations comparative disadvantage" (Harvey). But it wasn't until 1997 the concept of fair trade really became main stream, with the creation of the Fairtrade Labeling Organization. Fair trade apparel is an even a newer concept. Fair Trade USA, the leading fair trade certifier in the United States, did not create certificate for apparel until 2010. It is important to note that Fair Trade USA was not the creator of fair trade fashion. The mid 1990s were a time when consumers were becoming more aware about where the clothes that they were buying came from. The sweatshop scandal of Kathy Lee Gifford and Nike were major headline during this time period. Elimination of sweatshop labor was even a priority for the 1997 Clinton administration whom created the campaign, "No Sweat", which created a code of conduct for retail manufactures to follow to earn sweatshop free status. Fair trade apparel grew out of this increased consumer awareness in the 1990s, with fair trade retailer prAna launching their brand in 1992 (prAna). The concept of fair trade apparel is still fairly new to the general public in the United States, but the relationship of altruism and fair trade are not. The paper will examine the potential relationship between altruistic behavior and the intent to purchase faire trade apparel.

Review of Literature

This review of literature covers previous research on consumer behavior related to consumer consumption. Literature focused specifically on fair trade apparel is very limited, therefore review of other apparel mechanisms will be examined. Research on helping behavior is also necessary in order to examine a possible correlation between fair trade apparel

consumption and altruistic behavior. Lastly review of fashion adoption theories are necessary as a way to examine the stage of adoption that fair trade apparel may be currently in.

Apparel Research

Soyoung Kim, Mary Littrell and Jennifer Ogle, studied the importance of socially responsible attitudes in relation to fair trade apparel catalog shopping in their study, *The relative importance of social responsibility as a predictor of purchase intention for clothing, 1998.* In their study they tested the influence of; "global values, concerns for people in India, support for Alternative Trading Organizations (ATO), and purchase intentions for ATO apparel" (211). The study found that consumers whom have high societal values and are concerned about people working in unacceptable conditions will be likely to support poor artisans (216). The study further found that the desire for individuality was the most important factor for buying apparel from ATOs, followed by the consumers' values of social responsibility (216). Use of cause-related marketing was also found to be of significance, stating that this marketing technique appeals to socially responsible consumers, especially when information on the artisans is included (217). The results of the catalog study will be important for this research to server as a bench marker for respondents values. It will be important to see if the respondents also have a strong sense of individuality followed by values of social responsibility. Due to the shift from catalog shopping to online shopping a change in attitudes might have occurred, and therefore should be considered.

Marsha Dickson's study, *Personal Values, Belief, Knowledge, and Attitudes Relating to Intentions to Purchase Apparel from Socially Responsible Businesses,2000,* sought to analysis

how the relationship of a consumers "personal values, beliefs knowledge, and societal attitudes" (Dickson, 19) affected their decision to buy from a socially responsible business. Dickson's example of a socially responsible business include "assuring healthy and safe work environments, not using forced child labor, not discriminating during hiring, and attending to safe environmental practices" (Dickson, 19). The guidelines set out by Dickson are important for this research because they define some of the core values of a fair trade business. A major relationship found by Dickson was that as a consumer's awareness of a concern grows so will their support for socially responsible businesses (26). Secondly Dickson found that if a consumer feels that their effort to change a non-socially responsible business is effective they will give more support (27). Another key area of interest for this research is that Dickson found that of the 219 consumers she surveyed they indicated that their knowledge of apparel industry issues was a mean 2.51 on 7 point scale, suggesting that consumer feel they have little knowledge on apparel issues. This is very important in correlation with the first two major findings of Dickson, because if the consumer is unaware than they will be unlikely to buy socially responsible items. The last major finding by Dickson was that only product variables such as "trendiness" were important in consumer purchase intent, no societal attitudes were significant (28). This suggests that socially responsible businesses need to stay on trend in order to attract consumers. Based on Dickson's findings if respondents of this survey are aware of fair trade apparel, the likely hood of them making a fair trade purchase will be higher.

Of particular importance for this research is the evaluation of Mary Littrell, Yoon Jin Ma and Jaya Halepete's, *Generation X, Baby Boomers, and Swing: marketing fair trade apparel, 2005.* The research sought to examine the different fair trade apparel intentions of three

generational groups; Generation X age 29-40, Baby Boomers age 41-59 and Swing age 60-75.

The study done by Littrell, Ma and Halepete is important to analysis because this research

paper examines the millennial generation's intention to buy fair trade apparel. In examining the

different shopping factors the study found that the youngest generation, X, was least likely to

worry about comfort, value or quality, but was more concerned about fashion ability of the

garment (415). This will be an important factor to consider for the Millennial generation. A

unified importance for global responsibility was found for all age groups, with Boomers having

the strongest values (415). Another important factor found by this study was the Generation X

and Baby Boomers local activist participation was a positive factor in influence on future fair

trade purchases. For the purpose of this study it can be suggested that supporting a cause can

influence a consumer's intent to purchase fair trade apparel. The study concludes by stating the

importance of analyzing younger consumers' intent to buy fair trade apparel, which this

research aims to do.

        Maegan Watson's and Ruoh-Nan Yan's, *An exploratory study of the decision process of*

fast versus slow fashion consumers, examined differences between shoppers whom preferred

fast fashion clothing and those whom preferred slow fashion clothing. In their study a definition

by Levy and Waeitz was used to define fast fashion as " a business strategy that creates an

efficient supply chain in order to produce fashionable merchandise rapidly while quickly

responding to customer demand" (141). The authors state that there is no technical definition

of slow fashion but offer the definition of "long-lasting clothing that is typically not in response

to quickly changing fashion trends" (141). Fair trade apparel can be consider being slow fashion because a typical brand will only produce two collections a year or sometimes provide the same garments each season with small variations. After interviews with 38 respondents with a mean age of 21, the authors confirmed the difference between fast fashion buyers and slow fashion buyers. They found a "difference in resources plays a role; fast fashion buyers like inexpensive clothing vs. slow fashion buyers like investment clothing, fast fashion buyers are motivated by trend while slow fashion buyers are motivated by building a lasting wardrobe, fast fashion buyers had an attitude of quantity over quality while slow fashion buyers held the inverse, and lastly fast fashion buyers valued disposable, replaceable clothing and slow fashion buyers valued long-lasting couture clothing" (156). Although this research will not be testing for the same variables it is still important to acknowledge these purchase intentions.

Altruism

In, *A Typology of Charity Support Behaviors: Toward a Holistic View of Helping* by John Peloza and Derek Hassay, 2007, consumer behavior is studied in relation to Charity Support Behavior (CSB). The authors suggest that CSB can occur in three separate typologies; citizenship behaviors, financial contributions and purchasing. They found that organizations should not only focus on their "most passionate donors" (147) because the uninvolved supporters are growing in importance. These uninvolved supporters may provide a large finical donation one time, that could be more significant than a group of involved supporters donations. These one-time opportunities can act as a gate way into future giving for an uninvolved supporter. The authors suggest implementing "hierarchy-of-effects framework" to create lasting relationships

with the uninvolved donor, showing them how they can make an impact through the organizations mission. One very important point made by the authors is that products are often consumed because they provide a purpose for the consumer, and the cause of the product is not always considered. In order to get the consumer to buy another product, the message must be conveyed to the consumer about the impact that they can make. (148) To spread the product's message cause-related marketing can be utilized.

A study conducted by N. Bendapudi, Singh, V. Bendapudi called, *Enhancing Helping Behavior: An Integrative Framework for Promotion Planning*, 1996, had the purpose of providing charities with a set of tools to attract volunteers. The authors suggest that people go through a set of four steps to determine their personal level of assistance and purpose for volunteering. Step one the individual uses *perception* to determine if the charity is in need, step two is determined by the cause of motivation to volunteer; either egotistic, altruistic or a combination, step three the individual determines their behavior of help; token helping (monetary donation) or serious helping (making a substantial contribution), the final step the individual considers the consequences of volunteering (39). A few suggestions that the authors provides are; the need for assistance needs to be positively marketed, who the beneficiaries are needs to be clear, understanding the formalized motivations of helping- "gain rewards or avoid punishment, to reduce personal distress, to alleviate the other's need", can be used to successfully place volunteers in lasting roles, understanding how to market the behavior needed for the organization, and lastly distinguishing the type of organization you are operating (45). These mechanism can be useful for fair trade apparel companies to consider when creating a marketing campaign or launch of their web page. This research can be extended to

the theory of cause related marketing, because the product that is being advertised is supported by the opportunity to help by making a purchase.

Fashion adoption theories

Everett Rogers created a theory to describe the process that humans go through when accepting an innovation, called diffusion of innovation theory. (Diffusion Theory Everett Rogers cited in *A Theory of the Fashion Process)* Roggers defined an innovation as "an idea, practice or object perceived as new by an individual" (70). He future explains that as long as the object is novel to the individual it can be considered an innovation, even if a different social group has adopted the object in the past. Roger's theory was not designed to explain fashion innovation, but the five steps of the adoption process can still be applied. The five steps are (Rogers 1983, 75):

1) Knowledge, one's first learning of an innovation and some of its characteristics
2) Persuasion, the formation of favorable or unfavorable attitudes toward the innovation
3) Decision, or the activities that lead to either adopting or rejecting the innovation
4) Implementation, putting the innovation to use
5) Confirmation, a seeking of further support to assure the decision made was the correct one

For the purpose of this paper Roger's theory will be used to determine what stage the majority of respondents are in. Since it is unknown if respondent of the survey interact, this research would be considered a diffusion across a social system, "innovations diffuse or spread from person to person and place to place across communities and countries" (81). Questions asking them of their knowledge of fair trade apparel and if they have made a fair trade apparel purchase will be used as determinants.

A second theory created by Everett Roggers is the segmentation of innovation adopters. Rogers broke the groups into five segments which describe their rate of adoption. The five innovation groups are: (131) *Changing Fashion* Annette Lynch and Mitchell Strauss

1) Innovators; They are the first to adopt the fashion and in some cases created it. This groups accounts for 2.5% of the population. Rogers describes this groups as, "the rash, the daring, and the risky" (131).
2) Early adopters; This group accounts for 13.5% of the population and are the most trusting of the innovation (131).
3) Early Majority; The third group of adopters are more cautious than the first two groups, but still take more risks than the final groups. They account for 34% of the population (131).
4) Late Majority; This group is also large, 34%, but tend to adopt because they feel they have to (131). This peer pressure occurs because half the population exists in the first three groups, which influenced group four to adopt.
5) Laggards; The very last group accounts for the remaining 16% of the population. This group is very wary of adopting the trend.

Results from survey questions pertaining the owning of fair trade apparel will determine a what segment the majority of respondents are in the innovation adopters segments.

Collective Behavior Theory is subdivision of sociology which is used to "analyze social movements or the emergence of new forms of social order" (*Changing Fashion* Annette Lynch ,57). Collective behavior theories help to explain why groups of people adopt the same trends. There are many subsets of collective behavior theories, but for the purpose of this paper collective selection will be used. Hubert Blumer created the concept of collective selection which describes, "selection of looks and fashions that ease or facilitate the adjustment of people to ever changing version of modern social life" (75). These changes occur because of peer influence and social media, both of these factors will be tested for in this research.

Jonah Berger presents the success of word of mouth advertising in his book *Contagious: Why Things Catch On.* Word of mouth occurs when one person tells another that they should buy a product based on their own personal experience. Berger says this is the best form of advertisement for two reasons; one it's more persuasive to hear from your peer and two it is more targeted; a peer is likely to know that the product already has some interest to you. (Berger, 8). Bereger states that "customers referred by their friend spend more, shop faster, and are more profitable overall" (9). This research seeks to understand if a respondent has made an apparel purchase where did they hear about it, was word of mouth the main factor?

Hypothesis

H1: Respondents whom have altruistic qualities such as volunteering or giving of monetary donations will be more likely to have made a fair trade purchase.

H2: Respondents will favor cause-related marketing over basic marketing techniques.

H3: Less than half of respondents will have previous knowledge of what fair trade apparel is, putting them in the Decision stage of Diffusion Theory

H4: Less than half of respondents will have purchased fair trade apparel, putting them in the Early Adopters segment of the fashion cycle

H5: Peers will have the biggest influence on shopping intent, Collective Behavior

Method

Sample and Procedure

To gather data I created a 34 question survey using Qualtics software. The survey was live for a total of 22 days, February 22, 2014 to March 14, 2014. The survey was administered to IU students and Facebook users. The survey was limited due to respondents being contacted through my immediate peers. IU classes that were given the survey were either current classmates of mine or students of my past professors whom agreed to send out the survey.

Respondents were required to be females aged 18-28. The completion rate of the survey was lower than expected; 113 respondents completed the survey out of 280 whom started the survey, resulting in 40.35 completion rate. A total of 16 responses were excluded from the results because they did not fit the demographic requirements. A final total of 97 female responses were examined. Respondents were well educated with 63% having some college experience, 27% had earned a college degree, 5% having some graduate school experience and 1% earned at graduate degree, Appendix A. The majority of responses came from Bloomington, Indiana, 67.01%, refer to Appendix B for state response rates. The nature of responses for this survey occurred from a snow ball effect. This occurred because I asked my friends to ask their friends to take the survey. Overall this reflects why the majority of responses come from the Bloomington area.

Questionnaire

Research question were negotiated with my two faculty advisors, Shazeen Attir and Sharon Lennon, through a series of meetings. The survey was pre tested on five respondents; once again a small sample was due to personal limitations. After the pre testing, adjustments were made and the survey was launched to the public. The survey had five questionnaire sections and one section to collect demographic data and an opportunity for respondents to leave comments, see Appendix C for full survey. The first section of the survey was to gauge respondent's preference to fair trade apparel through a series of three images with five questions per image. This section was broken into three separate blocks. Block 1 received only the garment image, Block 2 received the price of the garment with the image, and Block 3 received information of the garment being fair trade. Section two was designed to gather if the

respondents knew the correct meaning of fair trade apparel. After they gave their response they were presented with two definitions, one from the World Fair Trade Organization and the second from a fair trade retailer's webpage. The purpose for section three was to see if the respondent were affected by Cause Related Marketing. Respondents were asked to state their intent to purchase from two conventional ads and two ads using Cause Related Marketing. Section four of the survey was to gather how aware the respondents were of fair trade apparel and fair trade products in general. This section also gauged if consumers considered where their clothing is made from. The fifth section of the survey had respondents state how much extra they might pay for a fair trade item, how much a scenario would influence their purchase and if they had seen a fair trade ad or business. The final questionnaire section of the survey's purpose was to gauge the level of altruism of respondents. Questions asked involved the rate of volunteering they did in the last six months and if they had given any monetary donations in the past year. The demographics section gathered data on; age, sex, education and residence. Finally respondents were asked to leave any comments they had about the survey.

Results

H1: Respondents whom have altruistic qualities such as volunteering or giving of monetary donations will be more likely to have made a fair trade purchase.

Hypothesis one was proven to be correct. Of the total responses 15.46% had made a fair trade apparel purchase, had volunteered their time in the past six months and had given a monetary donation. Only 4.12% of respondents had made a fair trade purchase but did not volunteer their time or give a monetary donation. Furthermore 29.90% of respondents had made a fair trade apparel purchase and had given a monetary donation while 12.37% had made

a fair trade apparel purchase but had not given a monetary donation. Similarly 23.71% had

made a fair trade apparel purchase and volunteered while 17.52% had made a fair trade

apparel purchase and not volunteered. Although 42% of respondents had made a fair trade

apparel purchase 33% stated that they were unsure if they had ever made a fair trade apparel

purchase. Of the unknown segment of respondents 12.37% had volunteered in the last six

months and made a monetary donation with in the last year, 5.15% had not volunteered and

not made a monetary donation. Lastly 25% of respondents stated that they had never made a

fair trade apparel purchase. Altruistic rates were still high for this segment, 11.34% had

volunteered and made a monetary donation, while 2.06% had not volunteered and not made a

monetary donation. See Appendix D for response rates.   Hassay and Peloza suggest that

"consumer linked by identification with a common charitable cause increase their behavioral

involvement through shared acts of support (Peloza and Hassay, 138). Results from this section

of the survey suggest that respondents whom possess altruistic behaviors are indeed more

likely to purchase fair trade apparel.

H2: Respondents will favor cause-related marketing over basic marketing techniques

There were no major variances in responses on cause related marketing. Scores for the

ads using cause-related marketing received mean scores of 5.31 and 4.57 on a scale of 1-7, 7

being very likely to purchase from. Scores were very similar for the regular ads, 5.06 and 5.07.

When scores where averaged, cause related marketing had a mean of 4.94 and regular ads had

a mean of 5.07. There is not a strong enough variance to make a claim. One factor to add is that

two respondents stated that they found the wording of this question to be confusing, and may

have contributed to the weak results. See Appendix F for response rates.

H3: Less than half of respondents will have previous knowledge of what fair trade apparel is, putting them in the Knowledge stage of Diffusion Theory

Hypothesis number three was proven to be incorrect. The majority of respondents, 87%, had previous knowledge of fair trade apparel, while only 13% had no previous knowledge. These results where further proven to be correct by coding of responses to question 10, "What do you think fair trade apparel (dresses, skirts, pants, tops) means?" Respondents whom included; fair pay, safe working conditions, and ethical treatment of workers accounted for 36.08% of responses. Respondents whom included some but not all aspects of fair trade accounted for the majority, 52.57%. Only 4.12% of respondents did not include any aspects of fair trade and 6.18% stated that they were completely unsure if the meaning of fair trade apparel, Appendix G. According to Everett Rogers, whom created Diffusion Theory, respondents would actually be in either stage two or three of his five stage process. Hypothesis three was testing for stage one, knowledge stage, respondents would have an understanding of the conditions of fair trade apparel. Therefore since the majority of respondents, 87%, had passed the knowledge stage they can be placed in higher stages of Diffusion theory. Respondents in stage two, persuasion stage, would be considering the relative advantage, compatibility, complexity, try-ability, observability, and risk vs. benefits of fair trade apparel. Respondents entering stage three, decision stage, would judge based on stage two if there is an advantage to purchasing fair-trade apparel.

H4: Less than half of respondents will have purchased fair trade apparel, putting them in the Early Adopters segment of the fashion cycle

The answer to hypothesis four is less clear, due to the high number of responses stating that they were unsure if they had ever made a fair trade apparel purchase, accounting for 33%

of responses. It can be concluded that respondents are more likely to be in the early majority stage of fashion adoption because 42% of respondents had made a fair trade apparel purchase while 25% had not. Refer to Appendix H.

H5: Peers will have the biggest influence on shopping intent, Collective Behavior Theory

Hypothesis number five was proven to be correct. 18% of respondents made their fair trade apparel purchase through a peer recommendation, Appendix I. 58.76% of respondents agreed that they would be more likely to make a fair trade purchase due to a peer recommendation, 12.37% said they completely agreed, 17.53% were indifferent, 8.25% disagreed, and 3.09% completely disagreed, Appendix J. Furthermore when respondents were asked if they would be more likely to make a fair trade apparel purchase if they knew that they were the only one owing the item, only 11.34% completely agreed, 22.68% agreed, 21.64% were indifferent, 28.86% disagreed and 15.46% completely disagreed, appendix J. These results show that respondents are more likely to conform to their peer group, buying items that they know are accepted by the group. The results from this section of the survey positively reflect collective behavior theory's sub set collective selection, because respondents showed that they valued their peers' opinions of products.

Preference to fair trade apparel

Unfortunately the data for this section is slightly skewed due to response rate. Each block did not receive the same amount of responses, because 16 responses had to be dropped. Therefore responses for block three, containing the fair trade status of the garment has

approximately 10 fewer responses than blocks one and two. Refer to appendix K to view the averages from each garment.

Factors of Intent

Respondents were asked to state how much extra they would pay for a fair trade garment that looked identical to a conventional garment. The results were as follows; average score for a dress was 21.42% extra, a top 17.73% extra and 16.84% extra, Appendix L. Data from this question could be helpful for a fair trade company looking to match their price points with consumer preferences. As mentioned previously peers have a large influence on respondents intent to purchase a fair trade garment, but what other factors should be considered? Celebrities are considered to be gatekeepers, a person whom often sets trends, so this factor was considered in intent to buy. Surprising respondents stated that celebrities do not have a strong influence on their purchase intent. When asked the question, "I would be more likely to purchase a fair trade garment if I saw a celebrity wearing the garment" respondents answered as follows: 5.15% completely agreed, 19.58% agreed, 27.84% were indifferent, 28.86% disagreed and 18.56% completely disagreed, Appendix J. These results suggest that few respondents are majorly influenced by celebrity purchases. Advertisement is another major factor that must be considered when evaluating influence on intent to purchase. Respondents answered the question, "I would be more likely to purchase a fair trade garment if I saw it advertised in a fashion magazine" as follows; 7.22% completely agreed, 32.98% agreed, 37.11% were indifferent, 14.43% disagreed and 8.25% completely disagreed, Appendix J. These results are important for fair trade apparel brands to consider. The results suggest that placing an ad in

a fashion magazine is a successful way to attract a consumer. Considering the results from

Marsha Dickson's study, *Personal Values, Belief, Knowledge, and Attitudes Relating to*

Intentions to Purchase Apparel from Socially Responsible Business, which found that fashion-

ability of the garment was the most important factor that consumer consider when shopping.

Therefore fair trade apparel ads need to promote that their clothing is fashionable, which

would be supported in a fashion magazine.

Awareness of Fair Trade Apparel

Only 20% of respondents had seen an ad for fair trade apparel. Respondents were asked

to state where they had seen the ads and three locations were the most prominent; internet

ads, magazines, and Bloomington, Indiana's Global Gifts fair trade store. Respondents whom

made a fair trade purchase were asked to say where they had heard of them. The majority, 48%

had physically visited the store, 18% had hear from a peer, 7% saw an ad on the internet, and

another 7% did their own research, Appendix I. Having a physical location was the best way to

attract the consumer in this survey. Even though only 20% had seen an ad for fair trade apparel,

62% of respondents said that they knew of a fair trade retailer in their place of residence. The

awareness level was high for the majority, with only 5% saying there were no fair trade stores

in their residence, and 32% saying they didn't know. It should be pointed out that while 62% of

respondents knew of a fair trade store, only 42% had made a fair trade apparel purchase, but

66% had made another type of fair trade purchase, such as coffee or jewelry, Appendix M. No

question was asked to gauge what type of products were sold at the local fair trade store, but

with the majority stating that they do fair trade shopping, apparel can be assumed to be successful in these local shops.

Discussion

The purpose of the research was to examine the intent for purchase of fair trade apparel products among young female adults. More specifically this researched examined relationships between altruism, peer influences, effect of advertisement, and previous knowledge of fair trade.

Altruism

The relationship between altruism and purchase rates of fair trade apparel was very high. Of the 42% of respondents whom had made a fair trade apparel purchase in the past, 15% of them had volunteered their time and given a monetary donation, 30% had given a monetary donation and 24% had volunteered their time. Controversy only 4% had neither volunteered nor donated, 12% had given a donation and 10% had volunteered. These results suggest that consumers whom have altruistic qualities are indeed more likely to make a fair trade apparel purchase. Targeting groups whom volunteer or participate in fundraising for organizations can be assumed to be successful for marketing campaigns. These finding are logical because individuals whom are already donating their time or money would seem to be more likely to put in extra effort to see where their clothing is coming from to make sure they support the origin.

Peer influences

The influence of peers on the response group was strong; 18% of respondents made their fair trade apparel purchase through a peer recommendation and 58.76% of respondents agreed that they would be more likely to make a fair trade purchase due to a peer recommendation. Due to the strong influence of peer behavior fair trade retailers need to consider how their business can react to word of mouth. Customer services both in store and online needs to make sure that if the story of a customer's shopping experiences was passed onto a peer it would be a positive story. This theory reflects Jonah Berger's model of the importance of stories. Berger says that stories are the best way to pass on an idea, therefore fair trade retailers need to ensure that their stories are positive ones.

Effect of advertisement

Results for the cause-related marketing questions were too week to make any generalizations. Although the numbers from the survey cannot be consider, previous research can lend some suggestions for fair trade apparel companies. Referring back to Jonah Berger once again, fair trade retailers can use stories in their advertisements to catch the consumers' attention. More specifically if the stories focus on how the purchasing of the garment will really make a difference in the worker's life. John Peloza and Derek Hassay state the purpose of the product must be made clear in advertisement, because the cause is not as easily portrayed. Once again this suggests that fair trade retailers should show that; by buying fair trade consumers are helping achieve the purpose of eliminating unsafe working conditions and maintaining fair wages.   Another section of the survey found that there was low awareness of fair trade apparel ads, with only 20% of respondents having seen an ad for fair trade apparel. Furthermore 40% of respondents said they would be more likely to purchase after seeing an ad

in a fashion magazine. Fair trade retailers should expand their advertisements in fashion magazines while considering the techniques they use for advertisement.

Previous knowledge

The last major finding from this research was that respondents were highly aware of the meaning of fair trade apparel, with 87% saying they already knew what fair trade apparel meant. When asked to provide a definition a surprising amount of respondents knew exactly what fair trade stood for, 36% including all aspects of fair trade in their definition, and 53% including 2 out 3 aspects. These results are very reassuring for the fair trade retail industry. The awareness was future reflected in the high rate of fair trade apparel purchase rates. Although under not the majority, 42%, of respondents had already made a fair trade apparel purchase. This finding is important because it suggest that the message of fair trade is having an effect on consumers. Referring back to the importance of word of mouth and storytelling, these respondents are capable of passing along the importance of fair trade apparel due to their personal knowledge to influence their peers to make purchases.

Conclusion

This research provides valuable information for the fair trade apparel industry. Results from this study suggest that female consumers are already aware of fair trade apparel and are starting to make purchases. Increasing advertisements that reflect the purpose and story of fair trade, maintaining price points similar to conventional retail, targeting altruistic segments of the population, and staying up to date with current fashion trends are suggestions for fair trade retailers to reach consumers.

Due to the small response rate and snowball effect of responses, this survey should be administered nationally to receive stronger evidence. Respondents of the survey were also highly educated due to the survey being launched out of a college town. Respondents with lower levels of education should be targeted in future research. A second constraint to this survey was the only females were surveyed, the male population should be considered in future research, to gain insight on their buying intentions. Lastly this research only targeted Americans; the international community should be surveyed to see if anything can be learned from one another. A second limitation to this survey is that it is unknown how honest respondent were when taking the survey. This can be assumed for any online survey, but must be considered when examining the results. Overall the largest constraint of this survey was the breadth of audience it was able to reach. It would be beneficial to administer the survey to a much larger audience.

To receive even stronger data, I suggest that a survey be administered during check out at fair trade retailers. This method would ensure that all respondents had made a purchase, eliminating uncertainty seen in this survey. If fair trade retailers would unite to survey their consumers, they could all use the data to better their business models.

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Appendices

Appendix A: Education

#	Answer	Bar	Response	%
4	College degree		26	27%
6	Graduate degree		2	2%
2	High-school diploma or GED		2	2%
3	Some college		61	63%
5	Some graduate school		5	5%
1	Some High-school but no degree		1	1%
	Total		97	

Appendix B: Location

City, Sate	
Bloomington, IN	69
Indianapolis, IN	4
Crawfordsville, IN	1
Fishers, IN	1
Solsberry, IN	1
Georgetown, IN	1
West Lafayette, IN	1
Noblesville, IN	1
Fort Wayne, IN	1
Evansville, IN	1
Munster, IN	1
Portland, OR	2
Cincinnati, OH	1
Bay Shore, NY	1
Seattle, WA	1
Hillsdale, NJ	1
Chicago, IL	3
Spartanburg, SC	1
Las Gabos, CA	1
Saint Petersburg, FL	3
Lakeland, FL	1
Louisville, KY	1

Appendix C: Survey

Page Break

B1.1

Please complete the rating scale for this jacket.

	Completely Disagree	Disagree	Indifferent	Agree	Completely Agree
I find this garment fashionable	○	○	○	○	○
I find this garment is similar to what I own	○	○	○	○	○
I would purchase this garment	○	○	○	○	○
My purchase intent would change based on price of the garment	○	○	○	○	○
My purchase intent would change based on fair trade status of the garment	○	○	○	○	○

Please complete the rating scale for this garment.

	Completely Disagree	Disagree	Indifferent	Agree	Completely Agree
I find this garment fashionable	○	○	○	○	○
I find this garment is similar to what I own	○	○	○	○	○
I would purchase this garment	○	○	○	○	○
My purchase intent would change based on the price of the garment	○	○	○	○	○
My purchase intent would change based on fair trade status of the garment	○	○	○	○	○

Please complete the rating scale for this garment.

	Completely Disagree	Disagree	Indifferent	Agree	Completely Agree
I find this garment fashionable	○	○	○	○	○
I find this garment is similar to what I own	○	○	○	○	○
I would purchase this garment	○	○	○	○	○
My purchase intent would change based on the price of the garment	○	○	○	○	○
My purchase intent would change based on fair trade status of the garment	○	○	○	○	○

Garment priced at $85

Please complete the rating scale for this jacket.

	Completely Disagree	Disagree	Indifferent	Agree	Completely Agree
I find this garment fashionable	○	○	○	○	○
I find this garment is similar to what I own	○	○	○	○	○
I would purchase this garment	○	○	○	○	○
My purchase intent would change based on fair trade status of the garment	○	○	○	○	○
My purchase intent would change if the garment were a different price point	○	○	○	○	○

Garment priced at $69

Please complete the rating scale for this garment.

	Completely Disagree	Disagree	Indifferent	Agree	Completely Agree
I find this garment fashionable	○	○	○	○	○
I find this garment is similar to what I own	○	○	○	○	○
I would purchase this garment	○	○	○	○	○
My purchase intent would change based on the fair trade status of the garment	○	○	○	○	○
My purchase intent would change if the garment was at a different price point	○	○	○	○	○

Garment priced at $85

Please complete the rating scale for this garment.

	Completely Disagree	Disagree	Indifferent	Agree	Completely Agree
I find this garment to be fashionable	○	○	○	○	○
I find this garment is similar to what I own	○	○	○	○	○
I would purchase this garment	○	○	○	○	○
My purchase intent would change based on the fair trade status of this garment	○	○	○	○	○
My purchase intent would change if the garment was at a different price point	○	○	○	○	○

Garment certified Fair Trade

Please complete the rating scale for this jacket.

	Completely Disagree	Disagree	Indifferent	Agree	Completely Agree
I find this garment to be fashionable	○	○	○	○	○
I find this garment is similar to what I own	○	○	○	○	○
I would purchase this garment	○	○	○	○	○
My purchase intent would change based on the price of the garment	○	○	○	○	○
My purchase intent would decrease if the garment was not fair trade	○	○	○	○	○

Garment certified Fair Trade

Please complete the rating scale for this garment.

	Completely Disagree	Disagree	Indifferent	Agree	Completely Agree
I find this garment fashionable	○	○	○	○	○
I find this garment is similar to what I own	○	○	○	○	○
I would purchase this garment	○	○	○	○	○
My purchase intent would change based on the price of the garment	○	○	○	○	○
My purchase intent would decrease if the garment was not fair trade	○	○	○	○	○

Garment certified Fair Trade

Please complete the rating scale for this garment.

	Completely Disagree	Disagree	Indifferent	Agree	Completely Agree
I find this garment fashionable	○	○	○	○	○
I find this garment is similar to what I own	○	○	○	○	○
I would purchase this garment	○	○	○	○	○
My purchase intent would change based on the price of the garment	○	○	○	○	○
My purchase intent would decrease in the garment was not fair trade	○	○	○	○	○

Q1

☐

What do you think fair trade apparel (dresses, skirts, tops, or pants) means?

BEST DRESSED

Ready for Spring in the
Kimchi Blue Ruby Dress

SHOP NEW DRESSES

Please indicate your intent to purchase from this ad

	Very Unlikely	Unlikely	Somewhat Unlikely	Undecided	Somewhat Likely	Likely	Very Likely

	Very Unlikely	Unlikely	Somewhat Unlikely	Undecided	Somewhat Likely	Likely	Very Likely
Would purchase from	○	○	○	○	○	○	○
Would look into the company more before making purchase	○	○	○	○	○	○	○
I like the clothes but don't care about the ad	○	○	○	○	○	○	○
Maybe if the rest of their apparel products were more fashionable	○	○	○	○	○	○	○
Would not purchase from	○	○	○	○	○	○	○

fashion a bette[r]

Our products are handmad[e]
traditions such as blo[ck]
embroidery...no factory producti[on]
that with flattering design and a[...]
you're got the Mata look.

But that's just half the story – t[he]
impact. For our producers, it's [...]
make a better life for their famil[y...]
trade means you're helping fight [...]

From Our Hands

From Our Hands to Yours

0:00 / 2:13

Meet the Artisans

Take the
long way
home.

Shop Dresses ›

Please indicate your intent to purchase from this ad

	Very Unlikely	Unlikely	Somewhat Unlikely	Undecided	Somewhat Likely	Likely	Very Likely
Would purchase from	○	○	○	○	○	○	○
Would look into the company more before making purchase	○	○	○	○	○	○	○
I like the clothes but don't care about the ad	○	○	○	○	○	○	○
Maybe if the rest of their apparel products were most fashionable	○	○	○	○	○	○	○

BRIGHT &
BEAUTIFU

Our newest dress
fresh florals and b
Spring color

SHOP FLORAL

Please indicate your intent to purchase from this ad

	Very Unlikely	Unlikely	Somewhat Unlikely	Undecided	Somewhat Likely	Likely	Very Likely
Would purchase from	○	○	○	○	○	○	○
Would look into the company more before making purchase	○	○	○	○	○	○	○

FAIR TRADE CLOTHING

Each time you wear fair trade clothing, you are working to actively preserve artisan
wages and safe working environments. Designer fair trade clothing is the height o
your personal style while staying true to your morals. Because we're all part of the

Please indicate your intent to purchase from this ad

	Very Unlikely	Unlikely	Somewhat Unlikely	Undecided	Somewhat Likely	Likely	Very Likely

Q7

☐

When you shop for apparel (dresses, skirts, pants, or tops) how important is where your clothing is made?

○ Very important

○ Somewhat important

○ Indifferent

○ Unimportant

○ Would never consider

Q8

☐

Before taking this survey, had you ever heard of fair trade apparel?

○ Yes

○ No

Q9

☐

Have you ever bought fair trade apparel (dresses, skirts, tops, or pants)?

○ Yes

○ No

○ Don't Know

Q10

☐

Have you ever made a non-apparel fair trade purchase? (For example: jewelry, produce, home goods, coffee)

○ Yes, please specify item(s)

[_____]

○ No

○ Don't Know

Q11

☐

Where did you hear about the fair trade _apparel_ that you purchased? (mark all that apply)

☐ Personal Research

☐ Ad on Internet

☐ Peer

☐ Physically visited store

☐ Other
_____

☐ Non-applicable

Q12

☐

What was the main reason you made your fair trade _apparel_ purchase?

○ The cause of the organization was important to me

○ The purchase was an opportunity to help someone in need

○ I liked the item, and the purchase made me feel good

○ I simply liked the item, its fair trade status was insignificant

○ The purchase made me feel good because I helped someone less fortunate

○ Other
_____

○ Non-applicable

☐

Indicate the percent extent to which you would pay extra for a fair trade dress, top or pant, which is identical in appearance to a conventional apparel product. If you would not pay extra, please list zero. (Drag the marker to the percent value of your choice. The numerical value of your choice will be indicated to the the right of the scale)

	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
	010		20	30	40	50	60	70	80	90	100

Dress

	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
	010		20	30	40	50	60	70	80	90	100

Top

Pant
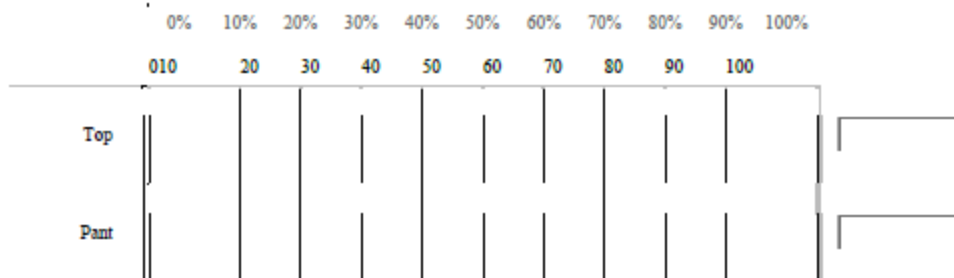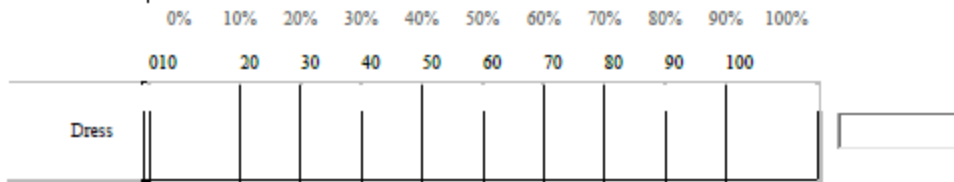
Q14

Please complete the rating scale for the following situations

	Completely Disagree	Disagree	Indifferent	Agree	Completely Agree
I would be more likely to purchase a fair trade garment based on a friends recommendation	○	○	○	○	○
I would be more likely purchase a fair trade garment if I saw a celebrity wearing the garment	○	○	○	○	○
I would be more likely to purchase a fair trade garment if I saw it advertised in a fashion magazine	○	○	○	○	○
I would be more likely to purchase a fair trade garment if I knew I was the only one in my peer group to own the item	○	○	○	○	○

Q15

Are there any fair trade retailers in your place of residence?

○ Yes

○ No

○ Don't Know

Q16

Have you ever seen an ad for fair trade apparel?

○ Yes, Please specify where

○ No

○ Don't Know

Q17

☐

How many times have you volunteered your time in the last 6 months? (Please indicate 0 if you have not volunteered)

_____

Q18

☐

How many hours do you volunteer in a month? (Please indicate 0 if you have not volunteered)

_____

Q19

☐

Did you seek out the volunteer service on your own?

○ Yes

○ No, I volunteered to fulfill a prior requirement (please specify)

_____

○ I do not volunteer

Q20

☐

How many organizations do you currently volunteer with? (Please indicate 0 if you have not volunteered)

_____

Q21

☐

Have you made a voluntary monetary donation in the past year? (For example; pledge drive, Salvation Army change collection, gift to a foundation)

○ Yes

○ No

Q22

☐

Please specify your age:

_____

Q23

☐

Please specify your sex:

Q24

☐

Please specify your highest from of education:

○ Some High-school but no degree

○ High-school diploma or GED

○ Some college

○ College degree

○ Some graduate school

○ Graduate degree

Q25

☐

Please specify your place of residence (City, State):

Page Break

Q26

☐

Thank you for your time, please include any comments below.

Appendix D: Altruism

Fair Trade Purchase	Monetary Donation	Volunteer	Total	/41	/97
Yes	Yes	Yes	15	36.58	15.46
Yes	Yes	-	29	70.93	29.90
Yes	-	Yes	23	56.09	23.71
Yes	No	-	12	29.27	12.37
Yes	-	No	10	24.39	10.31
Yes	No	No	4	9.75	4.12
Group Total: 41					42%

Fair Trade Purchase	Monetary Donation	Volunteer	Total	/24	/97
No	Yes	Yes	11	11.37	15.46
No	Yes	-	15	62.5	15.46
No	-	Yes	17	70.83	17.52
No	No	-	9	37.5	9.27
No	-	No	6	25	6.19
No	No	No	2	8.33	2.06
Group Total: 24					25%

Fair Trade Purchase	Monetary Donation	Volunteer	Total	/32	/97
Unknown	Yes	Yes	12	37.5	12.37
Unknown	Yes	-	20	62.5	20.62
Unknown	-	Yes	18	56.25	18.56
Unknown	No	-	12	37.5	11.34
Unknown	-	No	11	34.38	12.37
Unknown	No	No	5	15.63	5.15
Group Total: 32					33%

Appendix E

Company	Means: Would Purchase	Means: Would Not Purchase
Ad 1:Urban Outfitters	5.06	2.91
Ad 2: Mata Traders	5.31	3
Ad 3: Urban Outfitters	5.07	3.04
Ad 4 Indigenous	4.57	3.48

Appendix F: Rate of Accurate Reponses to Meaning of Fair Trade

All aspects included: fair wages, safe working conditions, fair treatment	36%
Partial	53%
No aspects	4%
Unsure	6%

Appendix H: Have you ever made a fair trade apparel purchase

#	Answer	Bar	Response	%
1	Yes		41	42%
2	No		24	25%
3	Don't Know		32	33%
	Total		97	

Appendix I: Reason for fair trade apparel purchase

#	Answer	Bar	Response	%
1	Personal Research		7	7%
2	Ad on Internet		7	7%
3	Peer		17	18%
4	Physically visited store		47	48%
5	Other		7	7%
6	Non-applicable		40	41%

Appendix J: Influences

#	Question	Completely Disagree	Disagree	Indifferent	Agree	Completely Agree	Total Responses	Mean
1	I would be more likely to purchase a fair trade garment based on a friends recommendation	3	8	17	57	12	97	3.69
2	I would be more likely purchase a fair trade garment if I saw a celebrity wearing the garment	18	28	27	19	5	97	2.64
3	I would be more likely to purchase a fair trade garment if I saw it advertised in a fashion magazine	8	14	36	32	7	97	3.16
4	I would be more likely to purchase a fair trade garment if I knew I was the only one in my peer group to own the item	15	28	21	22	11	97	2.86

Appendix K: Blocks 1-3

Detail Provided	Responses	Jacket	Shirt	Dress
No Info	**34**			
I find this garment fashionable		**3.53**	**2.79**	**3.21**
I find this garment to be similar to what I own		**3.29**	**2.24**	**2.44**
I would purchase this garment		**3**	**2.47**	**2.65**
My intent to purchase would change based on price		**4.03**	**3.24**	**3.24**
My intent to purchase would change based on fair trade status		**3.15**	**2.79**	**2.59**
Price	**36**			
I find this garment fashionable		**3.69**	**2.83**	**3.08**
I find this garment to be similar to what I own		**3.33**	**2.33**	**2.14**
I would purchase this garment		**2.47**	**2.22**	**2.08**
My intent to purchase would change based on price		**4.14**	**3.03**	**2.9**
My intent to purchase would change based on fair trade status		**2.92**	**2.75**	**2.61**
Fair Trade	**27**			
I find this garment fashionable		**3.74**	**3.04**	**3.22**
I find this garment to be similar to what I own		**3.44**	**2.33**	**2.15**
I would purchase this garment		**3.26**	**2.70**	**2.56**
My intent to purchase would change based on price		**4.15**	**3.26**	**3**
My intent to purchase would change based on fair trade status		**2.93**	**2.74**	**2.74**

Appendix L: Percentage extra in which you would pay extra for fair trade apparel

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	Dress	0.00	84.00	21.42	16.56	97
2	Top	0.00	86.00	17.73	16.31	97
3	Pant	0.00	80.00	16.84	14.88	97

Appendix M: Purchase rates for non-apparel fair trade goods

Product	Responses
Jewelry	36
Home goods	17
Accessories	17
Chocolate	12
Coffee	35
Tea	8
Food Stuff	12