

**Ethical Consumerism in India – Factors Influencing Indian Consumer’s
Intention to Purchase and Continue the Purchase of Ethical Clothing**

Master Thesis

Vishu Teotia

S1835351



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University of Twente
Faculty of Behavioral Science

Examination Committee

Dr. A.Beldad
Dr. S.Janssen

2018

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vvishuteotia@gmail.com

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Abstract

The market for ethical clothing is gaining momentum in India with the birth of numerous indigenous ethical clothing brands. However, there is limited academic literature that examines Indian consumer behavioral intention towards ethical clothing. This study examined the determinants of ethical clothing purchase intentions among Indian consumers by testing two models namely; 1) intention to purchase ethical clothing (M1), and 2) intention to continue the purchase of ethical clothing (M2). The research models were tested according to the extended theory of planned behavior by implementing an online survey. This targeted generation Y consumers between 18-35 years of age. A total of 561 respondents participated in the research out of which 239 responses ((M1; n=155); (M2; n=84)) were used for further analysis. The models were tested by performing hierarchical regression analyses. The findings revealed that for model M1; the variables social influence, price, self-efficacy, moral obligation and concern for the welfare of workers positively influenced consumer's ethical clothing purchase intentions. For model M2; the variables moral obligation, concern for the welfare of workers, and previous experience with ethical clothing were significant predictors of consumer's intention to continue the purchase of ethical clothing. Furthermore, the findings revealed that moral obligation and concern for the welfare of workers were the two determinants that significantly influenced Indian consumer purchase intention in both the models. Therefore, the results of this study are expected to guide ethical brands and marketers by providing important insight into target areas, while developing marketing strategies for ethical clothing brands for Indian consumers.

Keywords: *Ethical clothing, purchase intention, Indian consumers, the theory of planned behavior, Generation Y*

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After working hard for several months, I have successfully finished my master thesis in Communication Studies at the University of Twente. My time here taught me several new things, helped me broaden my horizons and equipped me with the knowledge in the scientific field of communication. Now is the time to reflect back and thank the people who helped me and supported me during my time here.

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After working hard for several months, I have successfully finished my master thesis in Communication Studies at the University of Twente. My time here taught me several new things, helped me broaden my horizons and equipped me with the knowledge in the scientific field of communication. Now is the time to reflect back and thank the people who helped me and supported me during my time here.

Best Regards,

Vishu Teotia
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1 Introduction

1.1 Background

The first three industrial revolutions spurred the economic growth of world economies but also adversely affected the earth's environment (Swanborough, 2017). The repercussions are the visible changes in our natural habitat like deforestation, plastic overtaking fish in oceans by the year 2050 (World Economic Forum, 2016), industrial toxins in water bodies, and hazardous levels of air pollution affecting over 90% of the world's population. Furthermore, the rapid urbanization and industrialization with an increase in consumer consumption power have resulted in the over-consumption of natural resources.

The global apparel and textile industry is one such industry that over-utilizes natural resources and is the second biggest polluting industry in the world (Cherny-Scanlon & Agnes, 2016). The pollution mainly emanates from the production of yarns, synthetic fabrics, and apparel that utilizes a significant amount of fossil fuels, hazardous chemicals and ecological resources (Hethorn & Ulasewicz, 2008). Globalization and rising labor costs in developed countries forced many international apparel companies to outsource their production facilities to developing nations where the labor is cheap and industrial regulations are not enforced strictly (Fletcher, 2008). This resulted in the exploitation of labors and natural resources at the cost of increasing profits in developing nations like China, India, Bangladesh and Sri Lanka where these apparel manufacturing units were mostly shifted (Gupta & Hodges, 2012).

India is growing rapidly being the 7th biggest world economy and is predicted to overtake the U.S. by 2050 (Smith, 2018). Also, by the year 2027, India is poised to become the third biggest consumer economy with tripled consumption power (World Economic Forum, 2018). India's textile market is poised to become the second biggest apparel market with an expected market share of \$150 billion by 2019. The industry employs more than 45 million people and is one of the biggest sources of employment in India. (Indian Brand Equity Foundation, 2018). But this industrial growth has negatively affected the environment and the health of workers in India.

Most of the workers working in the garment industry think of changing their job due to meager wages, unhealthy working conditions, extra working hours without wages, and high production targets (International Labour Organization, 2015). In the textiles industries, the long

working hours, use of dyes, solvent, and contact with cotton or synthetic dust make workers more prone to suffer from skin allergies, headache, sleep disturbances, and respiratory problems which can affect their normal life (Pal & Brijmohan, 2016). With the increase in Internet penetration in the world, global news is available for consumers in real time and they are aware of the ethical and environmental issues plaguing the apparel industry.

This concern and awareness of ethical issues have sparked an interest in consumers for ethical products which in turn may have an impact on their buying decisions. In India, the consumer's increasing awareness of ethical products and green technologies has pushed numerous companies to introduced eco-friendly products in the market (Maheshwari & Malhotra, 2011). Companies are creating new marketing strategies and pro-environment policies to promote and create awareness about their products and business ethics (Mishra & Sharma, 2010; Shrikanth, Surya, & Raju, 2012). The market for ethical products is growing rapidly thus creating space for ethical clothing as well.

This growth can be reflected by the number of indigenous ethical brands entering the Indian market in recent years. These brands are even showcasing their collections in Fashion Weeks as well. The Indian fashion house ILK showcased their autumn-winter collection made with handspun Khadi fabric at Amazon Indian Fashion Week 2018 (Shah, 2018). Fashion platforms like Lakme Fashion Weeks with social media following of over 90 million consumers are crucial in reaching out to the consumers, especially Generation Y (Kumar, Mathew, & Reddy, 2018). The Generation Y in India is a rising middle class with disposable income and strives to attain global lifestyles. In recent years, the consumer's spending pattern has experienced a substantial change (Khare & Varshneya, 2017) and is expected to rise in the future (Trading Economics, 2018). The total expenditure on Indian apparel consumption is expected to touch 180 US\$ by 2025 and with the largest Generation Y consumer segment, the Indian younger generation (TSS, 2018) is the potential customers for the global and indigenous ethical apparel brands.

1.2 Research Objectives

When making an apparel purchase decision, the consumers may face an ethical dilemma of choosing a product that is within their means to a product that benefits the environment and society. As it is difficult for a consumer to involve ethical consideration in all of their purchase

decisions, it is crucial to determine the factors that may encourage consumers to make ethical clothing consumption choices. Both psychological and social factors play a role in consumer's inclination towards ethical products.

The results from the research conducted in the Western countries on consumer's ethical behavior and intentions are difficult to generalize in Asian countries. It is argued that culture plays an important role in consumer's buying behavior (Kacen & Lee, 2002). In India itself, the cultural differences vary from state to state. People belonging to individualist culture gives more importance to personal interest (Markus & Kitayama, 1994), are aspired to be independent and are motivated to attain unique characteristics that can differentiate them from other individuals. In contrast, for people in collectivistic cultures, the interest of the group is more important and people are not inspired to stand out from the group (Wagner & Mock, 1986).

Hofstede cultural dimensions classify countries based on five aspects one of which was individualism and collectivism. India ranks 48 on this dimension while other Western countries such as the USA ranks 91, the Netherlands ranks 80, the UK ranks 89 and other Asian countries like Japan and China ranks 46 and 20 respectively (Hofstede Insights, 2018). In the field of ethical consumption behavior, social norms exert a greater effect on Asian consumers compared to western consumers who are more influenced by attitude (Sparks & Shepherd, 1992). This is supported by the study of (Chan & Lau, 2002) where the greater influence of social norms on Chinese consumer's ethical purchase compared to American consumers. Furthermore, most studies on ethical consumption are undertaken in rich countries where concern for the environment is prominent for years but much work remains in examining the antecedents of ethical consumption in developing economies and across different cultures (Newholm & Shaw, 2007). From the above discussion, it is evident that consumer's behavior varies according to culture and society he or she belongs to.

Therefore, it is important to examine the factors which influence Indian consumer's intention to purchase and continue the purchase of ethical clothing in future in the Indian setting which is the purpose of this study as well. The research literature is filled with studies that have investigated drivers of consumer' ethical purchase intentions (Dickson, 2000; Joergens, 2006; Beldad & Hegner, 2018), role of demographics and social norms in ethical purchase decisions (Doran & Larsen, 2016; Han & Stoel, 2016), and the product-specific ethical purchase (Connell & Kozar, 2014; Yazdanpanah & Forouzani, 2015; Weiner, 2017). Most of these research investigate

the behavior of consumers in Europe and the USA and there is a dearth of literature that examines consumer's behavioral intentions of the developing Eastern economies (Saxena & Khandelwal, 2010; Boztepe, 2012). Indeed, several studies have indicated the need to create country-specific marketing strategies for brands but the limited number of research on eastern economies and their apparel purchase behavior has made it difficult for brands to enter a new market with a pre-developed marketing strategy (Han, 2018).

Considering the past research focusing on Indian consumers and their ethical purchase behavior, two gaps were identified. First, most of the studies either restricted their target group to college students or to a few cities of India (Jain & Kaur, 2008; Khare & Varshneya, 2017; Verma & Chandra, 2018). Second, studies either examined consumer's organic food purchase behavior (Singh & Verma, 2017), predicted green product consumption (Paul, Modi, & Patel, 2016) and purchase intention (Yadav & Pathak, 2016), studied the role of socio-demographics in characterizing green consumers (Jain & Kaur, 2008), readiness of urban Indian consumers for eco-label clothing (Goswami, 2008), and determinants of organic cotton clothing purchase behavior (Khare & Varshneya, 2017) which examines only the youth with previous experience of purchasing organic cotton clothing. This study aims to fill these gaps by targeting the biggest generation cohort in India (Generation Y) and determining drivers that influence consumer's intention to purchase ethical clothing and their intention to continue the purchase of ethical clothing.

This study emphasizes on Generation Y and aims to uncover predictors that drives them to purchase and repurchase ethical clothing in the future. According to Wray-Lake, since the start of the environmental movement, the views and attitude of the younger generation have not be acknowledged. This generation is sensitive towards ethical issues (Smith, 2011), value cultural diversity (Zemke, Rained, & Filipczak, 2000) and comfortable in revealing their inner selves (Tapscott, 1998). Sheahan (2005) characterized them as socially and environmentally conscious. Furthermore, researchers noted their ability to sway family purchase decisions (Morton, 2002). The culture of the country also affects consumer's ethical consumption choices and reaction to ethical marketing (Walsh, Hassan, Shiu, Andrews, & Hastings, 2010). It means that different people from different countries have a different view of ethics. The Generation Y is different as it encompasses unique consumer segments that call for a specific type of marketing and

communications (Geraci, 2004; Tuomela, 2010). Instead, researches on ethical consumption have focused little on Generation Y (Smith, 2011).

Based on the above discussion the central research question for this study is proposed:

“To what extent attitude, social norms (injunctive and descriptive norm), perceived behavioral control (price and availability), moral obligation, self-identity, self-efficacy, environmental concern, concern for the welfare of workers, available information on ethical clothing, and previous experience with ethical clothing influences Indian consumers intention to purchase and continue the purchase of ethical clothing?”

This study makes use of the extended TPB model to examine the factors influencing Indian consumer purchase intention towards ethical clothing and their intention to continue the purchase of ethical clothing. The reason being prior research that focuses on single factors to examine ethical consumers intention fails to identify the complex web of issues considered by ethical consumers (Shaw & Clarke, 1999).

1.3 Theoretical & Practical Relevance

Apart from making contribution to the consumer behavior discipline in the Indian context, the findings from the study may contribute valuable information relevant to a variety of areas such as apparel and textile research, marketing and retailing, environmental and sustainable concerns. In the context of ethical clothing purchase, consumer’s decision making has receives less priority in the academic research (Fukukawa, 2003). The values hold by consumers and their expectations play a role in their purchase decisions. The values and expectations are personal to each consumer and affected by their mental state. Results from this study will increase understanding of the predictors that drives India’s younger generation to make ethical purchase.

The focal point of this research is on the Generation Y ethical and non-ethical consumers. The objective is to understand the importance and effect of ethical issues on mainstream consumers and to figure out distinct consumer segments based on their ethical orientation. The research on ethical issues and consumer’s ethical consumption choices is still sparse in India compared to other emerging economies (Khare, 2015). Therefore, knowledge of predictors determining Generation Y’s behavioral intention towards ethical clothing is important for marketers and will aid policy makers in generating marketing strategies specific to a particular consumer segment.

The increasing awareness among consumers of ethical products and mistreatment of labor working in apparel and textile industries is effecting current marketing practices employed by retailers and manufacturers. Thus, from a practical perspective, the findings from this study will inspire existing and upcoming ethical retail brands to devise marketing strategy using the drives that influence their ethical clothing purchase decisions.

2 Theoretical Framework

In this chapter, the theoretical foundation will be built for factors that might influence ethical clothing consumption among consumers who have the intention to purchase and continue the purchase of ethical clothing in India.

2.1 Ethical Consumption

Ethical consumption refers to “the degree to which consumers prioritize their own ethical concerns when making product choices” (Shaw & Clarke, 1998, p.163). Connolly and Shaw (2006) compared ethical consumption to fair trade as both concepts aim to promote sustainability and help workers in developing nations. The consumers are increasingly advocating for ethical products that do not spoil the environment, hurt the animals, or mistreat the labor involved. These consumers who participate in ethical consumption practices are described as ethical consumers (Newholm & Shaw, 2007). The authors further mention that these people are aware of the effect of their product choices on the environment and possess the ability to induce social change.

Consumers choose different ways to practice ethical consumption. Some consumers purchase products and services which are pro-environment like organic foods and vegetables. Some purchase products that mean no harm to the animals, for example, cosmetics not tested on animals or synthetic fur jackets, boycott goods produced in sweatshops. Some consumers even opt for green energy. Thus, consumers consciously choose the products or services that embrace and support the same environmental and societal issues as the consumer itself.

The purchase of ethical clothing also comes under the purview of ethical consumption. Before defining 'ethical clothing' it is important to mention the other substitute terms used for ethical clothing to avoid confusion and to arrive at a definition suitable for this study's context.

Sweat-free apparels refer to clothing made by labor working within limited work hours in safe factories and provided a fair living wage (Dirnbach, 2008). Fairtrade also aims to provide workers with a safe working environment, prohibit child labor, a fair living wage primarily in

developing countries (Fairtrade Foundation, 2018). Similar to these definitions is the well-cited definition by Joergens (2006) who states that ethical fashion is “fashionable clothes that incorporate fair trade principles with sweatshop-free labor conditions while not harming the environment or workers by using biodegradable and organic cotton” (p.361). It is evident from these definitions that the essence of all terms used to raise awareness against sweatshop issues and environmental issues is the same. Terms such as organic clothing, fair trade clothing, green fashion, sustainable fashion, and ethical fashion are used to cite ethical clothing or environment-friendly produced clothing (Pollari, 2016). Therefore, for this study, ethical clothing is defined as:

- Clothes made from manufacturing processes and technologies that are not harmful to the environment.
- People working in these apparel industries have safe and good working conditions.
- Workers are paid a sustainable living wage (salary).
- No child labor is involved in the making of ethical clothes
- The clothes are made from environment-friendly fabric.

2.2 Current Status of Ethical Clothing Market in India

The concept of ethical clothing is not new to India. India is home to the wonder fabric called “Khadi” made out of cotton and sometimes silk or wool as well (Walia, n.d.). The hand-woven, handspun Khadi is a zero carbon foot-print fabric (Financial Express, 2016). But, after the liberalization of Indian economy in 1991 and opening of the economy to global brands, the Indian apparel market got flooded with global merchandise and homemade fancy clothes (Rao & Kadam, 2016). This limited the Khadi weavers to small pockets of India with restricted or no exposure to the mainstream fashion.

The negative effects of industrialization and greedy consumerism on environment and apparel workers pushed people to opt for choices benefitting the environment and the society. This led to the introduction of Fair Trade Forum in India in 2010 which helps marginalized producers a fair price for their raw materials and products (Fair Trade Forum, n.d.). The handloom attire made of Khadi and other organic material was once perceived as a garment of politicians and villagers only. Even though the market is still dominated by synthetic and other textiles, the demand for ethical and sustainable clothing is growing.

From designer brands to mainstream clothing brands, everyone is rooting for Khadi and other sustainable clothing material. They are promoting ethical clothing as the new age fashion

clothing in the country. For example, Raymond (a leading Indian textile conglomerate) has introduced a contemporary Khadi collection promoting sustainable clothing and supporting Khadi weavers all over India (Chaudhri, 2018).

According to the chief executive of Fair Trade India most of the apparel consumers in India are ignorant to the plight of the farmers and workers (Patel, 2013). He further says that a section of consumers do care and if the price of an ethical product is not too high, most people would buy it. As there are different factors that motivate different section of consumers, two models (M1 and M2) are used to study the effect of various predictors on Indian consumers. First, the consumers whose intention is to purchase ethical clothing (M1) – the non-purchasers of ethical clothing and second the consumers whose intention is to continue the purchase of ethical clothing (M2) – the ones with previous experience.

2.3 Purchase Intention

Hagger, Chatzisarantis, and Biddle (2002) noted that “intention represents a person’s immediate behavioral orientation towards engaging in given behavior and it reflects the person’s motivation towards that behavior” (p.4). The theory of planned behavior suggests that intention to engage in a purchase is a step prior to actual purchase behavior and refers to intention as the willingness of a consumer to engage in behavior under consideration (Paul et al., 2016). The greater is a person’s intention to perform a given behavior, more successfully the behavior can be predicted (Beck & Ajzen, 1991). Ethical clothing purchase intention can be explained as consumer’s readiness to purchase ethically produced clothing. According to Fraj and Martinez (2006) acting in a socially responsible way, getting involved in activities to help save the environment can be considered as ethical purchase behavior.

In the context of ethical clothing consumption, the apparel industry is a comparatively new concept and in the last two decades, the consumer's concern for environmental and social issues have started to reflect in their consumption pattern. In this research behavioral intention of Indian consumers will be measured by examining the consumer’s intention to purchase and to continue purchasing of ethical clothing. Thus, the current study employs the variables intention to purchase ethical clothing (IPEC) and the intention to continue the purchase of ethical clothing (ICPEC) as the dependent variables.

2.4 The Theory of Planned Behavior

This research applied the Theory of Planned Behavior (TPB) model to analyze the factors influencing the Indian consumer's ethical clothing purchase decisions. Developed by (Ajzen, 1991), the TPB rests on the assumption that a variety of people's behavior is the product of their intention to perform a particular behavior. According to the model in figure 1, the three antecedents of behavioral intention namely; attitude, subjective norm (SN), and perceived behavioral control (PBC) results in predicting a person's behavioral intention.

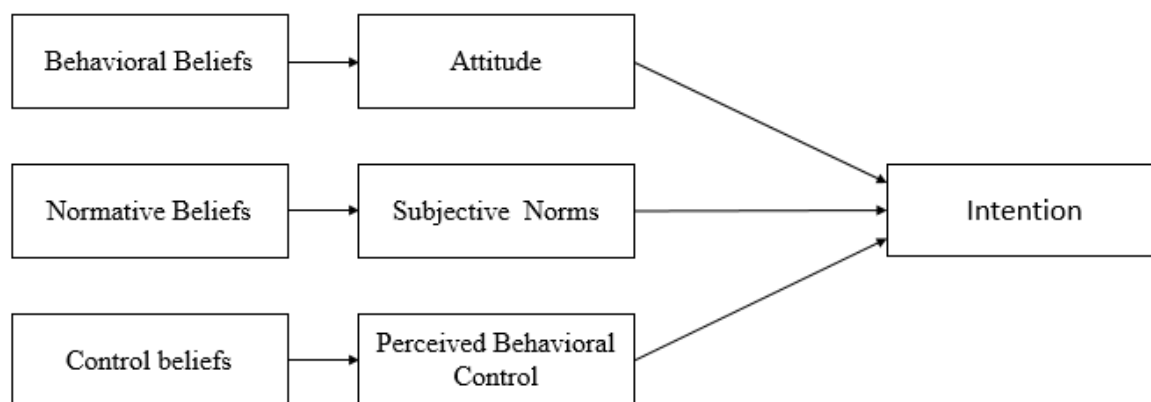


Figure 1. The Theory of Planned Behavior (Ajzen,1991)

The first determinant of intention is the attitude towards a behavior and is defined as a “learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object” (Fishbein & Ajzen, 1975, p.6). According to Miller (1956), individuals can possess numerous beliefs about a certain given behavior but at any given stage can attend to only a small number of beliefs. The belief assumed to influence attitude is a behavioral belief (Ajzen & Fishbein, 1980). Ajzen mentioned that each belief associates the behavior to a particular outcome or to some other aspect which results from performing the given action. In the context of this study, individuals who believe that buying ethical clothing results in a positive contribution towards the environment or workers will also form a favorable attitude towards ethical clothing purchase and vice versa.

The second determinant subjective norm refers to an individual perception of what different social referents (other individuals or groups) think of the behavior in question. The subjective norm is influenced by normative beliefs and this belief is based on the perceived social pressure from referent others to participate in the behavior in question. In this study, instead of

subjective norms, social norms sub-divided into injunctive and descriptive norm will be used to measure consumer's ethical purchase intention. This statement finds supports in the meta-analytic review conducted by (Armitage & Conner, 2010) to examine the effectiveness of the TPB model. The result of the meta-analysis revealed subjective norms as the weakest construct in the TPB which leads the authors to suggest an alternative operationalization of this construct. It included using the social identity theory (Tajfel & Turner, 1986) to investigate the impact of socially relevant norms on behavioral intentions and to distinguish between injunctive and descriptive norms as well (Cialdini, Kallgren, & Reno, 1991).

The third determinant of intention is perceived behavioral control (PCB) and refers to an individual's perceptions of their capability to actualize a given behavior. The PBC is determined by control beliefs which reflects the availability of resources and opportunities to perform a behavior (Madden, Ellen, & Ajzen, 1992). In this research context, the price of the ethical clothing or the availability of ethical clothing to the consumer could become obstructive factors for ethical clothing purchase. Therefore the construct PCB is subdivided into two constructs namely, price and availability to determine consumers purchase intentions.

2.4.1 Inclusion of Additional Constructs in the TPB

To enhance the predicting ability of an individual's behavioral intention some researchers have suggested the inclusion of external predictors to the TPB model. Acknowledging this restriction (limited predicting ability) Ajzen (1991) asserted that additional variables can be added if they can explain a significant proportion of variance in behavioral intention when the TPB's standard variables are accounted for. Recent studies (Armitage & Conner, 2010; Yazdanpanah & Forouzani, 2015) proposed that the TPB framework can be expanded by including new domain-specific measures to increase its predictive power.

Several researchers have recommended the inclusion of additional measures namely, moral or ethical obligation (Sparks, Shepherd, & Frewer, 2010; Eagly & Chaiken, 1993), self-identity (Sparks & Shepherd, 1992), to the traditional TPB model. The result from the exploratory research of Shaw and Clarke (1999) showed that ethical consumers do possess a strong feeling of obligation for other people that affect their consumption choices.

The argument for the inclusion of self-identity to the original TPB model is that when a particular problem becomes salient to a person's self-identity, then their behavioral intentions are adjusted accordingly. This theory finds support in studies that proposed that ethical consumers

identify with a variety of ethical issues rather than identifying with just one (Shaw & Clarke, 1999). Thus, it is important to examine the effect of moral obligation and self-identity within the ethical background of the current research.

The inclusion of self-efficacy to the TPB model is found support in the studies of de Vries, Dijkstra, and Kuhlman (1988), and Dzewaltowski, Noble, and Shaw (1990). Furthermore, studies on ethical outcomes in human resource management (Shacklock, Manning, & Hort, 2011), and purchase intention towards green personal care products (Ling, 2013) revealed self-efficacy to be significant prediction of consumer's ethical consumption purchase decisions. As opposed to PBC, self-efficacy is concerned with the internal perception of cognitive control, it is considered important to measure both the internal and external perception of cognitive control that drives consumers purchase decision. Additionally, in the Indian context, no study has examined the effect of self-efficacy on consumers ethical clothing purchase intentions.

The construct environmental concern is added to the model to investigate ethical and non-ethical Indian consumer's purchase intention towards ethical clothing. Concern for the environment is a crucial factor that affects consumers purchase decisions and studies that have examined the effect of environmental concern in the Indian context concerning ethical clothing consumption are almost none. Most of the studies have examined the influence of environmental concern related to consumer's organic food purchase intentions (Paul et al., 2016) and green product purchase intention (Yadav & Pathak, 2016), and eco-friendly packaged products (Prakash & Pathak, 2017) that yielded significant results. The author has tried to fill this gap with

The last three constructs included expanding the TPB model are a concern for the welfare of workers, available information on ethical clothing, and previous experience with ethical clothing. The existing studies on the concern for the welfare of workers explore the effect of Fairtrade on the lives of labor working in coffee and tea farms in South India (Neilsno & Pritchard, 2010) and women employment in India's textile and apparel industry (Kumar, 2014). There is a dearth of studies that investigate the impact of the CWW on Indian consumer's purchase apparel purchase decisions. The inclusion of this construct will help in uncovering a new dimension of in the field on Indian consumer behavioral research.

The construct available information on ethical clothing is added based on the result of the previous studies (G & Mahapatra, 2018) that found that consumer's knowledge on ethical clothing available in the market varies. The availability of knowledge about ethical products helps people

make better consumption choices whereas the unavailability of information makes consumers skeptical about the performance of ethical products (Khare & Sadachar, 2017). As the consumption of ethical clothing has increased in Indian compared to the past few years (Choudhary, 2018), it is important to understand this dimension and its effect on consumer's purchase intention.

In the end, previous experience with ethical clothing is added to the model. Prior studies have explored the effect of consumers 'past experience with ethical clothing' (Khare & Sadachar, 2017; G & Mahapatra, 2018). As this study also investigates factors influencing consumer's intention to continue the purchase of ethical clothing, it is important to consider their previous experience with ethical clothing as well.

The above-mentioned variables that have been used in previous studies to predict a variety of ethical consumption have yielded significant results. In the context of Indian consumers, the combination of these measures with the original TPB model has not been examined in any study that concerns consumer's ethical clothing consumption. In the next section, the independent variables are discussed.

2.5 Key Variables

2.5.1 Attitude towards Ethical clothing (AEC)

Fishbein and Ajzen (1980) refer to attitude as "a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object" (p.211). This phenomenon of attitude reflect consumer's likes and dislikes in consumption choices of products and services (Blackwell, Miniard, & Engel, 2006). Attitude plays an important role in consumer's consumption choices and this attitude towards the behavior is assumed to be influenced by behavioral beliefs as mentioned in the above section on the TPB model.

The TPB posits that an individual's behavior is dependent on important information or beliefs pertinent to the behavior. According to Fishbein and Ajzen (1975), the expectancy-value model of attitudes people form beliefs about an object by connecting it with certain characteristics or features. They further add that in the case of attitude towards a behavior, each belief of an individual associate the action to a specific outcome. Since the attribute associated with the behavior is already evaluated as positive or negative, an individual will automatically and concurrently attain an attitude towards the behavior. This means people tend to approve of

behaviors or actions that will lead to positive outcomes and disapprove of or manifest negative attitudes towards behaviors they think will lead to negative outcomes.

Attitudes can be general or specific (Sun & Wilson, 2008). A specific attitude is a strong determinant of a single behavior towards that specific object while a general attitude describes the general predisposition to engage in specific behavior important to a group of attitude object (Eagly & Chaiken, 1993). Therefore, this specific attitude is usually considered as attitude towards green that embraces one's feeling towards pro-environment consumption choices and the effect of such specific behavior on the environment (Kaiser & Gutscher, 2006).

There are numerous prior studies that affirmed and stressed the significance of this specific attitude playing an important role in explaining the predictors of ethical products purchase intention. Gatersleben, Steg, and Vlek (2002) studied energy consumption in Dutch homes and found that attitudes hold a favorable influence of pro-environmental behavior which consequently helps in a reduction in energy usage. In some studies, the predictor attitude has been found to increase consumer's intention of purchasing fair-trade products (Ozcaglar-Toulouse, Shiu, & Shaw, 2006; Shaw, Shiu, Hogg, Wilson, & Hassan, 2006). In the Indian context, Yadav & Pathak (2016) conducted research to understand the determinants of green products purchase intention and found attitude to be a significant predictor of young Indian consumers purchase intention. Jaiswal and Kant (2018) empirical research found the attitude towards green products significantly influences Indian consumers green purchase intention.

Thus, the literature shows that a favorable attitude towards a specific environmental behavior may positively influence consumer intention to act on that behavior. Based on the information provided above the following hypotheses is proposed for this study:

Hypotheses 1a/b: Consumer's attitude towards ethical clothing positively influences their intention to purchase and continue the purchase of ethical clothing.

2.5.2 Social Norms

According to Sherif and Sherif (1953), social norms are "formed in group situations and subsequently serve as standards for the individual's perception and judgment when he is not in the group situation. The individual's major social attitudes are formed in relation to group norms" (p. 202-203). In this study, the variable social norms are operationalized as two-dimensional constructs namely: injunctive norms (what should be?) and descriptive norms (what is?). The descriptive social norms (DN) are also referred to as informational influence whereas the

injunctive social norm (IN) is also referred to as normative influence (Cialdini, Bator, & Guadagno, 1999).

Descriptive norm is defined as “what is typical or normal. It is what most people do, and it motivates by providing evidence as to what is likely to be an effective and adaptive action” (Cialdini, Reno, & Kallgren, p.1015). These norms examine others behavior without a favorable or unfavorable assessment of their actions. The authors further define injunctive norm as the “rules or beliefs as to what constitutes morally approved and disapproved conduct” (p.1015). These norms tend to focus on societal benefits (e.g. social acceptance) and sanctions (e.g. losing friends, dismissal from an individual’s own group) associated with certain behaviors.

There are not many studies that have investigated the effect of IN and DN on consumer’s ethical consumption purchase decisions. Doran and Larsen (2016) studied the importance of injunctive and descriptive norm in explaining people’s intention to choose eco-friendly travel options and found that both the norms have a significant effect on people’s choice. Similarly, the effect of IN and DN was found to be significant in the study of Generation Y’s purchase intention of organic cotton and fair-trade apparel (Han & Stoel, 2016) and consumer’s eco-friendly behavior (Kim, Lee, & Hur, 2012). An interesting result was reported in the study of Han (2018) who compared young consumers from the U.S.A. and South Korea to discover similarities and distinction in their purchase behavior. Han reported that DN was a strong predictor of organic cotton apparel purchase intention for both the groups while IN was only significant for the South Korea group and insignificant for the U.S.A. group.

In the context of Indian consumer behavior toward ethical apparel, no study has examined the effect of social norms (IN and DN) on consumer's purchase intention. Hence, the proposed hypotheses:

Hypotheses 2a/b: Consumer’s injunctive norm positively influences their intention to purchase and continue the purchase of ethical clothing.

Hypotheses 3a/b: Consumer’s descriptive norm positively influences their intention to purchase and continue the purchase of ethical clothing.

2.5.3 Perceived Behavioral Control

According to Ajzen (1991) perceived behavioral control refers to “people’s perception of the ease or difficulty of performing the behavior of interest (p.183). The author further mentions that the behavioral realization is dependent on the availability of opportunities and resources. In this study, the construct of perceived behavioral control is operationalized having two aspects namely, price and availability. Previous studies have mentioned the lack of product availability (Sparks & Shepherd, 1992) and cost (Shaw & Clarke, 1999) as factors that impacted their ethical purchase decisions.

Price. The price of the clothing is an important factor influencing consumers buying behavior (Gupta & Hodges, 2012). Normally consumer’s intention is to find happiness within a limited budget (Monroe, 1973). Monroe further mentions that regardless of being an important factor in determining consumption choices it is difficult to explain the influence of price on consumers. Most people use price to gauge the quality of a product (Goldsmith & Newell, 1997) and associate high price with high quality (Rao & Monroe, 1988).

The premium on the price of ethical clothing compared to non-ethical clothing can be attributed to the increased costs of acquiring organic material, proving fair wages to workers and procuring a certified label (e.g. fair-trade, organic) for the products. Over the years, the premium price of ethical products is considered as a barrier for consumers and marketers alike (Wicker, 2018). Khara (2015) examined Indian consumer’s attitudes towards ethical food and argued that ethical food is priced higher compared to non-ethical food is not suitable for the pockets of middle-class Indian families. The participants of the study further mentioned that they acknowledge the benefits of ethical foods to the society and self but in the end, their purchase decisions are guided by the price of the product. Connell (2010) also mentioned consumer’s readiness to pay a premium for ethical clothing but not on a regular basis.

Generally, consumers have concerns for the environment but many studies have mentioned consumer’s preference for inexpensive clothing over ethical issues in apparel industry (Penz, Schlegelmilch, & Stöttinger, 2008; Sudbury & Böltner, 2011). This statement is supported by Johri and Sahasakmontri (1998) who noted that consumer’s consumption choices aren’t environment dependent only and product attributes like availability and price play an important role as well. Apart from non-ethical consumers, ethical consumers are also sensitive to the price of sustainable eco-friendly products (Mandese, 1991).

In contrast, a study by Roos and Nyruud (2008) noted that ethical consumers are less sensitive to price compared with non-ethical consumers. Furthermore, a survey carried out by an advertising agency (J. Walter Thompson) found that 82% of the respondents were willing to pay up to 5% extra for the ethical product (Levin, 1990). Similarly, the prospective consumers of environment-friendly products are willing to pay an extra 5% on the price (Dagnoli, 1990). In a more recent study conducted on a sample of 271 highly people, 61% of the respondents said they would pay up to 20% extra on base price to purchase an ethical clothing item (Ciasullo, Maione, Torre, & Troisi, 2017).

Thus, it can be said that there exist contradict research on consumer's willingness to pay extra for ethical products. Based on the above literature following hypotheses are proposed:

Hypotheses 4a/b: The price of ethical clothing positively influences consumer's intention to purchase and continue the purchase of ethical clothing.

Availability. Limited availability of ethical products acts as a barrier to ethical consumption (De Pelsmacker, Driesen, & Rayp, 2005). In developing nations, the lack of accessibility of organic products and information about them is an important factor that impedes their growth (Zundel & Kilcher, 2007). According to Zakowska-Biemans (2011), the availability of ethical products in shops close to the consumer home could be an important factor in promoting ethical consumption among consumers. The author further mentions that although the price is a major barrier in the consumption of organic products, the limited or lack of availability is an impeding factor for the growth of organic products. On the contrast, some studies have reported easy access to green products resulting in consumer's favorable purchase intentions (Vermeir & Verbeke, 2006, 2008). The studies further add that even though the motivation to purchase an ethical product is high, the lack of availability of product can hamper the consumer's possible purchase intention.

Researchers have noted that consumers favor ethical products which are easily available and would resist the purchase if they have to spend more time and effort to find them (Tanner & Wölfling Kast, 2003; Young, Hwang, McDoanld, & Oates, 2010), seek convenience in buying process (Padel & Foster, 2005) and avoid taking actions that might require extra effort such as going to another city only to buy ethical or green products. In the Asian context, Jain and Kaur (2004) conducted an attitudinal and behavioral analysis of Indian consumers and found non-availability of environment-friendly products and eco-efficient alternatives as barriers to their

ethical consumption. The studies of Padel and Foster (2005) and Connell (2010) also reiterated the result that limited availability or difficult access to ethical products acts as a major barrier for consumer's eco-friendly purchase intentions and negatively affected their purchase intentions and (Young et al.,2010).

The research on the easy availability and convenience to locate ethical products and its effects on consumer purchase intention remain limited (Padel & Foster, 2005) Based on the discussed literature on the availability of ethical products, to suit the context of this research following hypothesis is proposed:

Hypotheses 5a/b: The availability of ethical clothing positively influences consumer's intention to purchase and continue the purchase of ethical clothing.

2.5.4 Moral Obligation (MO)

Researchers have suggested that in some contexts people consider their personal morality when choosing to perform or not perform a certain behavior (Ajzen, 1991). This is referred to as moral obligation and defined as a “decision-making sub-process that occurs after an individual makes a moral judgment and prior to establishing a moral intention” (Haines, Street, & Haines, 2008, p.391). Moral obligation can be an important factor to consider in consumers ethical purchase decisions because of the claims made by ethical brands such as fair wages to the workers and reduced or no harm to the environment. Thus, with the rise of ethical consumerism, the study of moral issues is reasonable in various cases of consumer behavior.

Moral obligation is a set of rules that guide people in terms of appropriateness and behavior (Shaw & Shiu, 2002). Furthermore Cowe and Williams (2000) argued that “shoppers are highly aware of ethical issues and many are ready for their money where their morals are” (p.2). It implies that a morally obligated consumer instilled with a feeling of personal responsibility toward others would participate in ethical consumption practices (Shaw & Clarke, 1999). And this feeling of personal responsibility toward others makes moral obligation an effective construct to predict ethical purchase intentions (Shaw, Shiu, & Clarke, 2000).

The findings of many other studies involving moral obligation as an additional measure have resulted in an improved prediction of behavioral intentions in the morally relevant situation (Gorsuch & Ortberg, 1983; Beck & Ajzen, 1991; Parker, Manstead, & Stradling, 1995). Several researchers have also used moral obligation to predict consumers ethical purchase intentions in areas such as recycling behavior (Poškus, 2015) organic food purchase intention among Iranian

students (Yazdanpanah & Forouzani, 2015) and young Indian consumers (Yadav & Pathak, 2016). Furthermore, Hwang, Lee, and Diddi (2015) conducted an online survey to examine the purchase intention of Generation Y towards organic, fair-trade, and recycled clothing. They found significant positive effects of moral obligation towards ethical clothing. Prior research has also reinforced a favorable relation between moral obligation and purchase intention.

In the context of ethical consumers, being responsible for the well-being of others is a shared concern among some consumers (Bae, 2012). This sense of personal obligation can be a determining factor which leads consumers to make an ethical consumption choice thereby making a difference. There is a limited research on the role of moral obligation in the area of ethical clothing consumption in India. Thus, based on the above literature the following hypothesis is proposed:

Hypotheses 6a/b: Moral obligation positively influences consumer's intention to purchase and continue the purchase of ethical clothing.

2.5.5 Self-Identity (IDE)

People's description of themselves often includes an answer to the question "who am I?" (Ashmore & Lee, 1997, p.107). According to Stryker (1968) self-identity is envisioned as a social construct formed and owned by individuals. This self-identity (identification of "self") refers to how people recognize themselves (Grubb & Grathwohl, 1967) for example, I think of myself as an "ethical" consumer. When people make an issue central to their self-identity, they also shift their intention accordingly (Shaw, Shiu, & Clarke, 2000). After studying identity and consumer behavior Wright, Claiborne, and Sirgy (1992) proposed that before making a product purchase, people evaluate the congruency between their self and the product image. The self-congruity theory implies that people act in congruence with their own self-image (Sirgy, 1986). It means greater the match between a product's image and the image in the mind of the consumer of an ideal buyer of that product, the more will be consumer's intention of buying that product will be.

Self-identity is found to have an influence on consumers to purchase ethically derived products (Barbarossa & Pelsmacker, 2016). In the context of current research, consumer's decision to purchase or continuous purchase of ethical clothing might be based on various concerns (environmental concern, concern for the welfare of workers) which have become central to their self-identity. The rationale for this argument is that rather than identifying with one ethical issue,

the ethical consumers identify themselves with many (Shaw & Clarke, 1999). Therefore, the people who may see themselves in the role of a socially and environmentally responsible consumer may avoid clothing brands which make use of sweatshops or harm the environment during the production process. Kim and Chung (2011) refer to it as environmental identity where the consumers become concerned about the environment and persistently search for ways to reduce their negative impact on the environment.

Previous studies have examined the effect of self-identity on ethical purchase intentions of consumers. For example, to determine factors affecting ethical consumption Oh and Yoon (2014) surveyed participants who had previously purchase ethical products and contended that self-identity is positively affecting consumer's ethical consumption intentions. Ozcaglar-Toulouse et al. (2006) studied French consumers fair trade grocery purchase intention and Shaw et al. (2000) studied 1400 UK consumers' ethical decision making concerning fair trade products. Both the studies employed the extended model of the TPB and asserted that the self-identity of a consumer bear a favorable effect on purchase intention towards ethical products.

Several studies in the past have suggested extending the TPB model to include the measure of self-identity (Granberg & Holmberg, 1990; Sparks & Shepherd, 1992; Sparks & Guthrie, 1998) to predict behavioral intentions. The reasoning behind this argument is people tend to alter their intentions when certain topics or behaviors involving issues that are important to their self-identities. In the context of this study, ethical and non-ethical consumers may choose ethical clothing items as ethical issues have become a part of their self-identity. Furthermore, in studies concerning green consumerism, the measure self-identity is found to have a maximum explanation of consumer's intention over other measures of the TPB (Sparks & Shepherd, 1992). Therefore based on the above-mentioned information, the following hypothesis is proposed:

Hypotheses 7a/b: Consumer's self-identity positively influences their intention to purchase and continue the purchase of ethical clothing.

2.5.6 Self-Efficacy (SE)

The concept of self-efficacy was developed by (Bandura, 1995) and refers to “people’s belief about their capabilities to produce performances that influence events affecting their lives” (p.434). In other words, self-efficacy refers to an individual’s belief in his or her ability to perform a chosen activity or behavior, for example, purchasing ethical clothing enables me to help producers and workers in developing countries. Beliefs derived from self-efficacy regulates an

individual thought process, feelings, motivation and behavior and the degree to which a person believe in his or her ability to achieve a goal or make a change (Bandura, 1995).

Several researchers have referred to self-efficacy as a similar construct with perceived behavioral control developed by Ajzen (Lechner, de Vries, & Offermans, 1997; Ajzen, 2002). Terry and O'Leary (1995) attempt to make a division between the two constructs and proposed that self-efficacy should be seen as measuring internal control factors while perceived behavioral control measuring external control factors that affect behavior. Hence, the self-efficacy construct developed by Bandura refers to beliefs about self. Ben-Ami, Hornik, Eden, and Kaplan (2014) refers to self-efficacy developed by Bandura as specific self-efficacy which is defined as an “individual’s beliefs about their prospects for success at specific tasks in specific situations” (p.1918).

Bandura (1977) mention self-efficacy being situation based meaning if a consumer has low self-efficacy beliefs concerning a specific behavior it will lead to avoidance of that behavior whereas if a consumer has high self-efficacy beliefs, he or she will search for alternative ways to attain that specific goal. In the context of this study, the specific situation for consumers is their purchase intention towards ethical clothing.

Prior studies have empirical evidence on the effectiveness of self-efficacy as a predictor of consumer’s ethical consumption choices. Ling (2013) examined the drivers that influence Malaysian consumer’s purchase intention towards green personal care products and found self-efficacy to bear the biggest influence on green purchase intention. Although, there is not much research that have studied the effect of self-efficacy on consumer’s ethical consumption behavior and decisions (Shacklock et al., 2011), especially in the context of ethical clothing. Thus, based on the above discussion, the following hypothesis is proposed:

Hypotheses 8a/b: Self-efficacy positively influences consumer’s intention to purchase and continue the purchase of ethical clothing.

2.5.7 Concern for the Welfare of Workers (CWW)

A new concept of ethical consumerism is evolving where consumers are concerned about a range of issues when purchasing ethical clothing such as where the clothes are produced, type of material used, and who made their clothes. Ethical consumers are concerned with social issues which have plagued the clothing/fashion industry and are increasingly demanding clothing brands to endorse socially aware principles (Shaw & Clarke, 1999; Mason, 2000). This concern can be

attributed to increased coverage of ethical issues by media and an increment in the activist's group activities (Kalafatis, Pollard, Easr, & Tsogas, 1999).

With the rise of global warming and consumer awareness, ethical consumerism is becoming a significant driving force in the clothing industry. Many clothing brands are becoming sensitive to the ethical issues relevant to the clothing industry and employing media strategies to put out their stand on these issues. Generally, these issues are related to sweatshops in developing countries where labors work for long hours at below living wages in unfit working condition (Weadick, 2002). Consumers are also demanding apparel brands to employ more ethical practices.

Shen, Wang, Lo, and Shum (2012) reported in their study that consumers equipped with sufficient knowledge of pertinent ethical issues in the fashion industry were more prone to purchase from companies supporting ethical practices. This result is supported by the study of Dickson (2000) who found that increased negative beliefs about the apparel industry influence consumer's support for eco-friendly business. Pollari (2017) investigated consumer's purchase intention of ethical fashion and found that consumer's negative beliefs of sweatshop issues in fashion industry creates more positive attitudes towards ethical fashion and this positive attitude in turn significantly predicts consumer's ethical fashion purchase intention.

In contrast, the research of Hughes (2013) investigated the ethical considerations of Generation Y consumers in Ireland through nine in-depth interviews of the college-educated participants. The author reported the involvement of ethical considerations about sweatshop labor when consumers make consumption choices. As there is no study that investigates the linkage between CWW and consumer's IPEC and ICPEC, this study proposes the following hypothesis:

Hypotheses 9a/b: Concern for the welfare of workers positively influences consumer's intention to purchase and continue the purchase of ethical clothing.

2.5.8 Environmental Concern (EC)

In the past few decades, a radical increase is seen in consumer's environmental awareness. This progress can be attributed to increasing media coverage of harmful industrialization effects on the environment, a hike in awareness of environmental issues, and increased pressure from a pro-environmental lobbyist (Wagner, 1997). As a result, consumers have become more critical of their everyday habits and their effect on the environment (Krause, 1993).

Fransson and Gärling (1999) define environmental concern as “an evaluation of or an attitude towards facts of one’s own behavior, or other’s behavior with consequences for the environment” (p.370). It has proven to be an important predictor of environment-friendly behavior (Straughan & Roberts, 1999). Consumer’s heightened concern for the environment is reflected in their increased environment-friendly consumption practices (Hartmann & Apaolaza-Ibáñez, 2012). Moreover, it has been proposed that increased environmental concern will propel consumers to participate in ethical behavior (Shabecoff, 1993). In contrast, some studies mention a weak direct relationship between environmental concern and behavior. For example, (Hines, Hungerford, & Tomera, 1987) reported a moderate correlation of 0.35 in their meta-analysis of 128 studies. Yadav and Pathak (2016) recently examined 220 young Indian consumers purchase intention towards organic food and found the influence of environmental concern to be non-significant.

The research on the influence of environmental concern as a motivational factor in the purchase of ethical clothing in the Indian context is limited. Hence the proposed hypothesis:

Hypotheses 10a/b: Environmental concern positively influences consumer’s intention to purchase and continue the purchase of ethical clothing.

2.5.9 Available Information on Ethical Clothing (AIEC)

To make effective consumption choices, consumers should have adequate information about the products (Sproles, Geistfeld, & Badenhop, 1978). According to Schiffman and Kanuk (2010) knowledge can have a strong impact on many facets of consumer behavior. In this research, this construct is concerned with two kinds of product information available to the consumers namely, information about ethical clothing and information on ethical clothing brands.

The information about ethical clothing includes knowledge about the positive effects of ethical clothing consumption on the environment and workers involved in its production. Numerous studies using Environment Apparel Knowledge Scale have reported consumer’s knowledge of the environmental impact of clothing and textiles to be low (Kim & Damhorst, 1998; Kozar & Connel, 2013). This statement is supported by Connell (2010) who mentioned that the information about environmental problems plaguing the apparel industry is low even among consumers who have enough knowledge about other climate issues. The available information to consumers concerning the impact of clothing production and consumption on the environment is

considered to be an important predictor of their involvement in ethical clothing consumption (Connell & Kozar, 2014).

From the work of the above mentioned authors, one may speculate that available information on ethical clothing acts as a barrier for consumers to act ethically. This speculation finds support in the work of Connell (2010) who conducted interviews with 26 eco-conscious consumers to identify the barriers that restrict them to shop ethical products. One of the identified barriers was knowledge of environment-friendly clothing. Connell further states that when consumers are oblivious to the impact of different kind of fibers on the environment then they do not possess enough information to compare clothing made from good fibers and bad fibers. This unawareness makes it difficult for them to calculate the carbon footprints of different clothing items which in turn influence their ability to select environmentally friendly clothing.

The information on ethical clothing brands also involves consumer's knowledge of apparel brands producing ethical clothing. Fisher, Cooper, Woodward, Hiller, and Goworek (2008) conducted a study on the public understanding of sustainable clothing in three cities of United Kingdom. They argue that the participant's main source of information on clothes is television programmes, magazines, friend's opinions, and from shopping itself. The authors further added that the information gained from online and offline media influenced consumers clothing consumption choices.

Previous studies that examined the impact of available information about ethical products on consumers purchase decisions revealed contradictory findings. In a focus group study conducted by Jones et al. (2007) participants reported a lack of knowledge required to make ethical purchase decisions whereas Boulstridge and Carrigan (2000) reported in their study that none of the participants reported lack of available knowledge as a barrier for ethical consumption. Hence, the proposed hypothesis:

Hypotheses 11a/b: Available information on ethical clothing positively influences consumer's intention to purchase and continue the purchase of ethical clothing.

2.5.10 Previous experience with Ethical clothing (PEEC)

Several behavioral studies have been using the variable past behavior as a determinant of individual's behavioral intention (Ajzen, 2002). In this study, the past behavior refers to Indian consumers who have purchased ethical clothing in the past. Regardless of the claims put forward by ethical retailers and marketers on the quality and environmental safety of the product, the

consumers may trust their own previous experience with the product when it comes to its continuous usage and purchase (D'Souza, Taghian, Lamb, & Peretiatkos, 2006). The relying on previous experience can be attributed to ambiguous information provided on product labels, the quality of the product or buyer's intimate experience with the product which can become a decisive factor in establishing a specific perception for the product.

Furthermore, several previous pieces of research have mentioned the still existent gap between consumer's attitude and actual behavior (Carrigan & Attalla, 2001). The author also states that prior ethical purchase by consumers helps in minimizing this attitude-behavior inconsistency because they are convinced that their purchase can make a difference. This statement gets support from Kang and Park-Poaps (2011) who found that a prior purchase experience with ethical products reinforces consumer's belief and attitude towards ethical products in a positive way. Similarly, Joergens (2006) assert that till the time apparel is easy to sustain, retain its size, and feels smooth on the skin, consumers are likely to repurchase that clothing again.

The same repurchase intention can be expected for ethical clothing like most of the sustainable clothing brands market their product is good for the skin and easy to wash than clothing made from non-sustainable fibers Umberson (2008). Thus, previous experience with ethical clothing resulting in satisfaction would inspire consumers to get engage in ethical consumption repeatedly. Hence the hypothesis:

Hypotheses 12b: Consumer's previous experience with ethical clothing positively influences their intention to continue the purchase of ethical clothing.

2.6 Proposed Research Model

Several hypotheses have been proposed in the previous section. The conceptual framework for model M1 and model M2 is presented in figure 2 and 3 respectively.

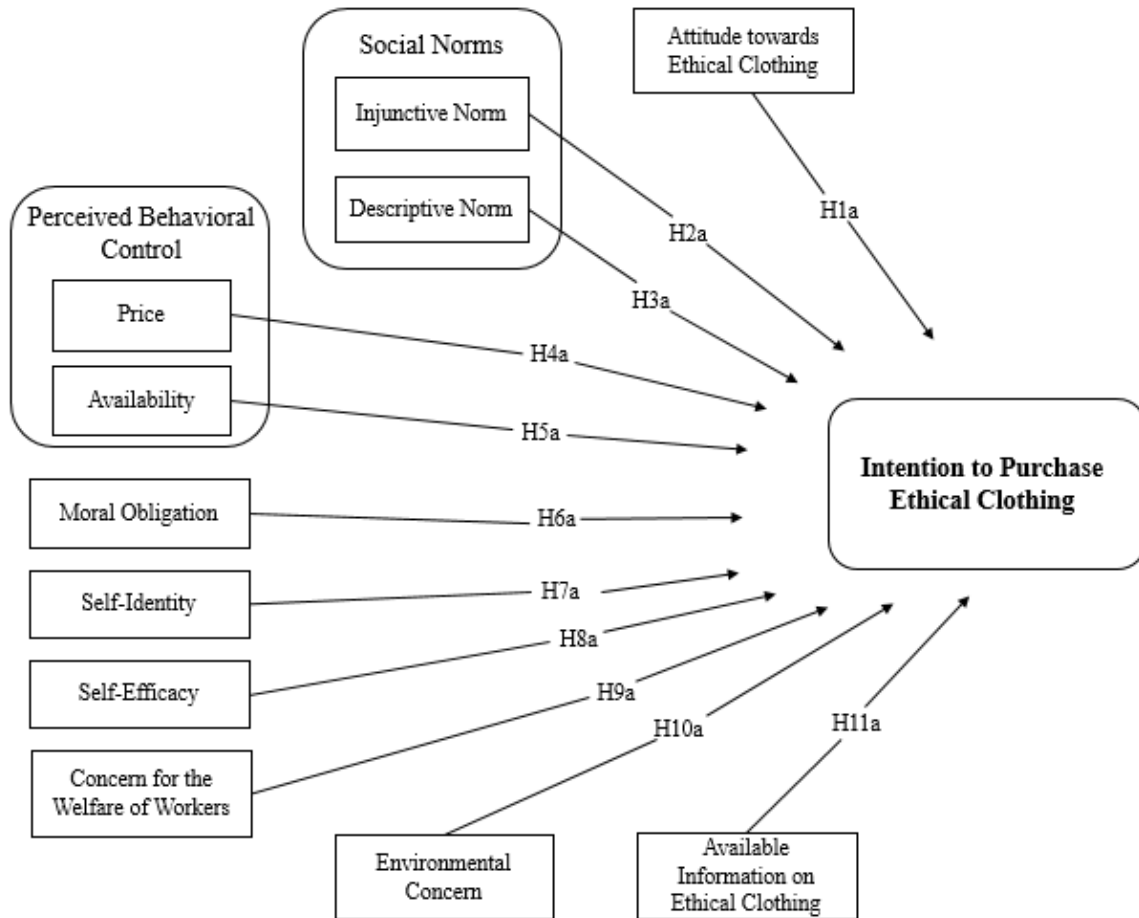


Figure 2. Proposed model (M1) for Intention to Purchase Ethical Clothing

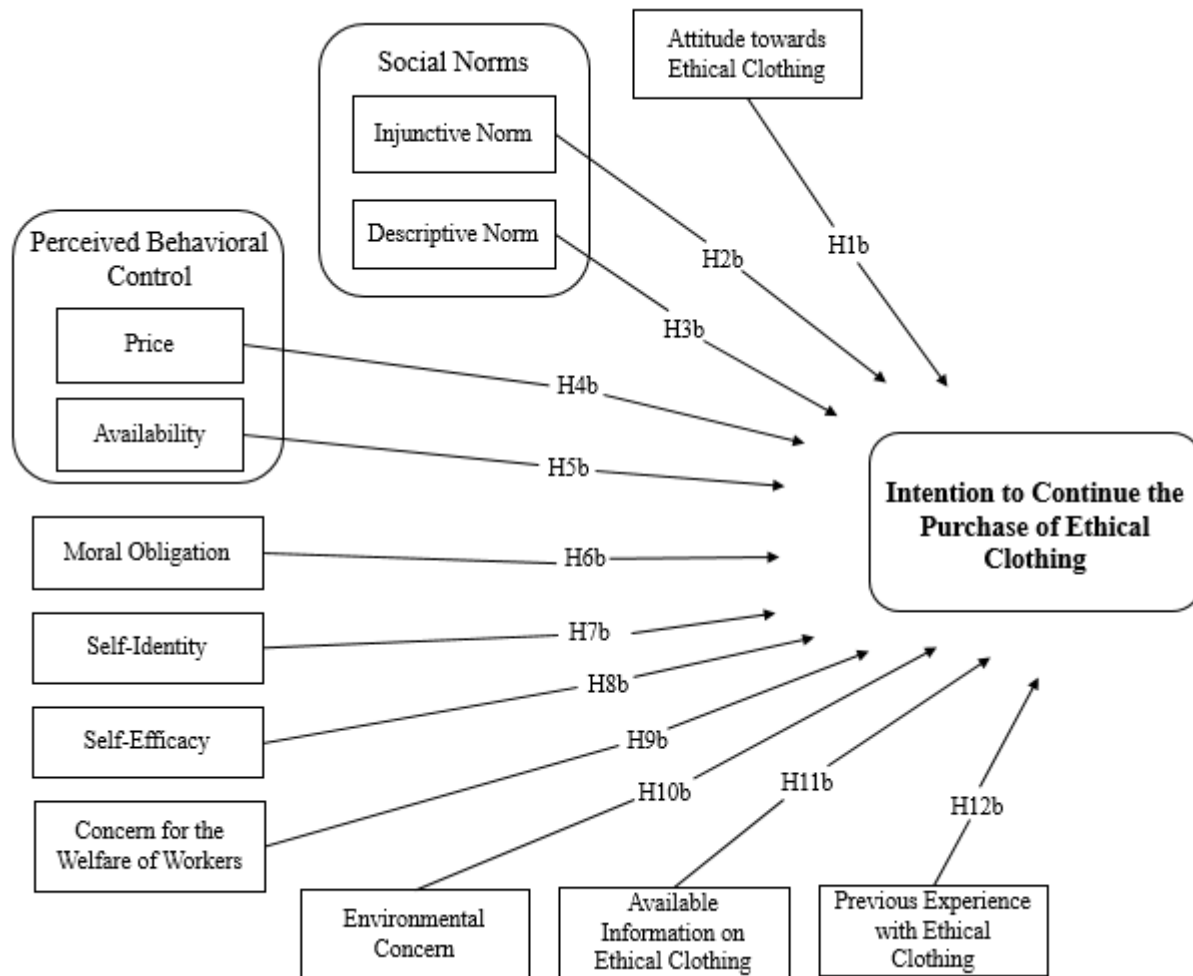


Figure 3. Proposed model (M2) for Intention to Continue Purchase Ethical Clothing

3 Method

In this chapter, the methodology used in this study is explained. To provide content clarity, the method section was divided into subsections namely: research design, participants, procedure, scale measurements and reliability analysis of the instrument.

3.1 Research Design

This study used a cross-sectional survey design (web survey) to collect data from Indian consumers. The choice of an online survey as a research instrument is based on its capacity to reach a wider demographic audience. Additionally, the survey consisted of closed questions which helped in avoiding respondent fatigue and also improves the response rate. Prior to conducting the final research, a pre-test was conducted to assess the clarity of the questionnaire and its suitability to the Indian consumers.

3.2 Participants

The consumers with ages between 18 years and 35 years irrespective of their gender were selected for this study. This selection was based on two criteria namely: Generation Y is more ethical in their product purchases and Generation Y is more informed about the ethical aspects of products.

First, several types of research have posited the Generation Y as ethical consumers who are more aware socially and environmentally compared to their predecessors (Ekström, Hjelmgren, & Salomonson, 2015). Their ethical shopping behavior has given birth to ethical fashion entrepreneurs and special ethical clothing line from luxury apparel brands like H&M. For this younger generation sustainability is an important concern and they are viewed as a cohort interested in bringing social change and making the future better (Williams.K.C. & Page, 2011; Kibbe, 2014; Saussier, 2017).

Second, the young generation is more informed about the ethical features of the products as well as the ethical policies and criteria (Becchetti & Rosati, 2007). Thus, one can say that the younger generation is more ethically aware. This awareness could be attributed to the social media, the existent educational environment and easy access to the internet which makes it easy to be informed of different worldly views.

The young Indian generation (Generation Y) fulfills both the criteria as it is a rising middle class with disposable income. This generation constitutes of people born between the year 1981 and 2000 (VanMeter, Grisaffe, Chonko, & Roberts, 2013). According to the National Statistical Commission (2017) of India, the youth population includes people between the ages of 15-34 years and is projected to be around 32.3% of India's total population in 2030. Additionally, the Generation Y accounted for 74% of internet users in India in 2016 (Statista, 2017). In a report released by Retailers Association of India, Generation Y spends 21% of their income on apparel purchase. Therefore, it is essential for ethical clothing brands to understand young Indian consumer purchasing habits to increase their consumer base and stay relevant.

As the questionnaire was solely distributed online on social media platform in English language only, it was assumed that the target group was educated with a minimum qualification of being a high school graduate (18 years). Therefore, they have the required exposure level and awareness of new trends and concepts such as ethical consumer behavior compared to consumers who aren't active on social media platforms. This statement is supported by Bamberg and Möser (2007) who noted a decade ago that social media platforms have the power to influence and encourage sustainable behavior among people. Therefore, this consumer segment was appropriate and enabled in meeting the requirements of this study.

Despite the fact that convenience-sampling method has its limitations, this method was selected for this study because it was inexpensive, least time intensive to implement and a faster way to gather participants from the targeted population required for this research (Etikan, Musa, & Alkassim, 2016). Moreover, the snowball method was used to reach a wider group of respondents and people were encouraged to share the survey with other people (Bryman & Bell, 2010).

3.2.1 Respondents Characteristics

Respondent's demographic data were collected through 7 questions which asked for the relevant demographic characteristics. To be able to participate in the survey, the respondent had to be a resident of India between 18 to 35 years old. Thus, the three conditional questions at the start of the survey filtered the respondents on the basis of nationality and age. The demographic questions on gender, education level, current employment status, and geographical location were asked at the end of the survey. The results of the demographics are presented in table 5 and 6 below.

The additional demographic questions such as annual expenditure on ethical clothing, priority concerning the ethical clothing production were also asked to collect respondent's views on different aspects of ethical consumption behavior. The complete overview of the "ethical consumption behavior" of Indian consumers can be found in Appendix 2, table 7 and 8.

The questionnaire was attempted by 561 respondents through social media channels namely Facebook, LinkedIn, Instagram, and via WhatsApp using an anonymous link. The filtering of respondents based on the three conditional questions resulted in 405 questionnaires which are 72% of the total respondents. This might be due to the fact that some respondent were not targeted by the research because they were either not living in India or not possessing an Indian nationality or not full-filling the age criteria. The next stage of filtering resulted in 361 finished questionnaires which are 64% of the total respondents who attempted the questionnaire. The survey flow was conditioned as such that the respondents were not allowed to skip a question or measure item. Thus, the respondents who did not complete the entire survey and the respondents with missing information in open questions were removed from the data to produce a better analysis result. The last conditional question, "have you purchased an ethical item of clothing?" divides the questionnaire in model M1 and model M2. After necessary cleaning of the responses, 155 valid responses were found for model M1 and 84 responses for model M2.

Demographic Characteristics of Respondents (M1). As seen table 1, women made up 52% (n=80) and men comprised of 48% (n=75) of the 155 respondents who completed the questionnaire. Respondent's age varied between 18 years old and 35 years old. The majority of participants were between 30 to 35 years of age (n=68) which constitutes around 44% of the sample respondents. The education level of the respondents was high with 91% having a University degree (Bachelor or higher) and only 9% (n=17) of the respondents are either high school graduate or completed a vocational training. Considering the current occupational status of the respondents, more than half of the entire sample size (56%, n=86) were employed full-time followed by students (19%, n=30) and self-employed respondents (17%, n=26). The data on geographical locations of respondents shows that 76% of the total responses came from the five states namely, Uttar Pradesh (27%, n=41), Maharashtra (12%, n=18), Chhattisgarh (11%, n=17), Haryana (9%, n=14), and Karnataka (7%, n=12).

Table 1*Demographic Information of Survey Respondents (N=155)*

Demographics Characteristics	Frequency	%
Age		
18 - 23	30	19.3
24 - 29	57	36.8
30 - 35	68	43.9
Gender		
Male	75	48.4
Female	80	51.6
Level of Education		
Doctoral Degree (PhD)	3	1.9
Master's Degree	76	49.0
Bachelor's Degree	62	40.0
Vocational Training/Diploma	4	2.6
High School Graduate	10	6.5
Current Occupation Status		
A home-maker	11	7.1
A student	30	19.4
Employed full-time	86	55.5
Self-employed	26	16.8
Unemployed	2	1.3
Geographic Location		
Andhra Pradesh	2	1.3
Assam	2	1.3
Bihar	3	1.9
Chhattisgarh	17	11.0
Goa	2	1.3
Gujarat	5	3.2
Haryana	14	9.0
Jammu & Kashmir	2	1.3
Karnataka	12	7.7
Madhya Pradesh	4	2.6
Maharashtra	18	11.6
Odisha	3	1.9
Punjab	1	0.6
Rajasthan	3	1.9
Tamil Nadu	5	3.2
Telangana	4	2.6
Uttarakhand	6	3.9
Uttar Pradesh	41	26.5
West Bengal	2	1.3
The Government of NCT of Delhi	9	5.8
Total	155	100

Demographic Characteristics of Respondents (M2). As mentioned in table 2, women made up 44% (n=37) and men comprised of 56% (n=47) of the 84 respondents who completed the questionnaire. Respondent's age varied between 18 years old and 35 years old. In this sample, the majority of respondents belonged to the age group of 24-29 years (38.1%, n=32). The education level of the respondents was high with 93% having a University degree (Bachelor or higher) and only 7% (n=6) of the respondents were high school graduate. Considering the current occupational status of the respondents, more than half of the entire sample size (61%, n=51) were employed full-time followed by students (19%, n=16) and self-employed respondents (14%, n=12). The data on geographical locations of respondents shows that more than a quarter of the responses came from the state of Uttar Pradesh (33%, n=28) and only the Government of NCT of Delhi has more than ten respondents (13%, n=11). The remaining 54% of the responses were divided between the thirteen states and one union territory of India.

Table 2

Demographic information of survey respondents (N=84)

Demographic Characteristics	Frequency	%
Age		
18 - 23	16	19.0
24 - 29	32	38.1
30 - 35	3	42.9
Gender		
Male	47	56.0
Female	37	44.0
Level of Education		
Doctoral Degree (PhD)	4	4.8
Master's Degree	46	54.8
Bachelor's Degree	28	33.3
Vocational Training/Diploma	0	*
High School Graduate	6	7.1
Current Occupation Status		
A home-maker	5	6.0
A student	16	19.0
Employed full-time	51	60.7
Self-employed	12	14.3
Unemployed	0	0.0
Geographic Location		
Bihar	1	1.2
Chhattisgarh	5	6.0
Gujarat	4	4.8
Haryana	6	7.1

Karnataka	6	7.1
Madhya Pradesh	3	3.6
Maharashtra	5	6.0
Meghalaya	1	1.2
Rajasthan	2	2.4
Tamil Nadu	2	2.4
Telangana	2	2.4
Uttarakhand	4	4.8
Uttar Pradesh	28	33.3
West Bengal	2	2.4
Chandigarh	2	2.4
The Government of NCT of Delhi	11	13.1
Total	84	100

Note: * -> No respondent choose this option

The additional demographic characteristics concerning respondents overall ethical consumption behavior such as prior knowledge of the term ‘ethical clothing’, priority concerning ethical clothing production, and the price paid for the last piece of ethical clothing can be found in Appendix 2, table 1 and table 2.

3.3 Procedure

3.3.1 Pre-test

According to Churchill and Iacobucci (2002), a pre-test is used to determine the clarity of items, the format of the survey as well as the length and instructions required for the overall questionnaire. Before starting with the actual data collection, a pre-test of the developed questionnaire was distributed among six test respondents (male (n=3) and female (n=3)) serving in the fields unrelated to communication sciences. To keep the conditions of the pilot study similar to the main research and to get a close match to the desired sample, the chosen respondents were Indian expats aged 18-35 years. The test respondents were full-time employed master degree holders, homemaker, and students who have spent a big part of their life in India.

The purpose of conducting a pre-test was two-fold. First was to ensure the reliability and the validity of the survey instrument and second, that the respondents were able to comprehend and answer the questions as expected and intended. India is a multi-dimensional country with different cultures and languages. Apart from the regional languages, English is the only language that is used all over the country for official purposes and educational purposes (Department of Official Languages, n.d.). Thus, the survey was distributed in the English language to appeal to

the prospective respondents from all over India to fill out the survey. During the pre-test, the respondents were required to provide feedback to the researcher regarding the understandability of the formulated items in the survey as well as the wording of the questionnaire, detect spelling and grammatical errors.

The respondents found the survey lengthy. Thus, some of the items from various constructs were removed and the items were chosen as such their removal would not affect the results of the survey. Three of the respondents were uncomfortable with the demographic questions asking respondents to provide their religion and household income. The reasoning behind this was the inadequacy of the respondents to forge a relationship between the research topic and questions on religion and income. This uneasiness towards questions on religion and income is supported by many researchers (Tourangeau, 2007; McAndrew & Voas, 2011) who have described religion as a sensitive topic. These authors state that survey questions on income and religion produce relatively large nonresponse rates compared to questions on other topics. Respondents perceive these questions as intrusive and an invasion to their privacy. Therefore, to reduce non-response bias, the demographic question on religion and income were removed from the survey. The time required by the respondents to fill out the survey was also measured which turned out to be approximately 4-8 minutes. Necessary changes and corrections in the questionnaire were performed based on the comments from the respondents of the pre-test and the questionnaire was made ready for distribution.

3.3.2 Main Study

For this research, the method used to collect data was an online questionnaire. The survey was started on the 1st June 2018 and ended on 16th June 2018 lasting two weeks concentrating on Indian consumers currently living in India and their buying behavior concerning ethical clothing. The respondents of this study were approached through social media platforms namely, Facebook, LinkedIn, Instagram and an instant messaging app named Whatsapp. The participants were also encouraged to share the survey within their social circle as well. In additions, the participants who completed the survey were offered to participate in a raffle to win four movie tickets. The survey starts with a consent form informing participants about the non-commercial nature of this study and the use of collected data only for research purposes concerning this study. After agreeing on the consent form, the respondents were presented with the conditional questions before being a direction towards the survey M1 (intention to purchase ethical clothing) or M2 (intention to

continue purchasing ethical clothing). In this section survey items measuring constructs of this study were presented. The demographic question was presented at the end of the survey. After two weeks, the survey was ended and the data collected were transferred to SPSS 25.0 software for cleaning and result in analysis.

The participants were informed before the start of the actual online survey that their involvement was voluntarily and they have the right to withdraw from the survey at any given point without providing a reason for their withdrawal (Saunders, Lewis, & Thornhill, 2009). The participants were assured of the confidentiality of the (personal) data collected and its use to fulfill the purpose of this study only. The identity of the participants was to be kept anonymous to safeguard them against any (personal or professional) harm. In order to avoid any kind of deception, information about the purpose of data collection was also provided without divulging the actual topic of research to avoid the response bias. The approximate time of filling out the survey was also mentioned and this time was estimated from the pre-test conducted to gauge the approximate time required to complete the survey.

3.4 Scale Measurements

The online survey comprised of three parts. The first part included the consent form followed by conditional questions that helped in screening the right target group for this survey. It ended with the question, “have you purchased an ethical item of clothing?” which directed respondents towards model M1 or model M2. The second part measured the constructs and the third part collected data about demographic characteristics of the Indian consumers.

Every item of the scales was measured using a 5-point Likert scale from strongly disagree to strongly agree (strongly disagree=1, disagree=2, neither agree nor disagree=3, agree=4, strongly agree=5). For a complete list of the survey items see factor analysis table 5 and 6 in Appendix 2.

Intention to purchase Ethical clothing. This dependent variable measured the participant’s likelihood to purchase ethical apparel. A total of five items measured this construct with statements such as item 4 “*I would not hesitate to purchase ethical clothing*” with one of the items “*Whenever possible I would buy ethical clothing instead of non-ethical clothing*” was adapted from the scales of (Beldad & Hegner, 2018).

Intention to continue purchasing Ethical clothing. This dependent variables measured consumer’s intention to repeat the purchase of ethical apparel in future as well. Five items were used to measure this construct in which item 4 “*whenever possible I would buy ethical clothing*

instead on non-ethical clothing” was a modified version of a statement by (Beldad & Hegner, 2018).

Attitude towards Ethical clothing. Four items were used to measure consumer’s positive or negation evaluation of ethical clothing. Item 2 “*In general I have a favorable attitude towards ethical clothing*” and item 3 “*In general, my attitude toward ethical clothing is positive*” were adapted from Shaw, Shiu, & Clarke (2000) and modified to fit this study context. The item 4 “*purchasing ethical clothing is important*” was taken from the scales of DePelsmacker and Janssens (2007) and item 1 “*purchasing ethical clothing is a good thing*” was revised from the scales of Fielding, McDonald, and Louis (2008).

Social Norm. The construct social norm in this study was operationalized into two sub-constructs namely; injunctive norms and descriptive norms. A total of seven items were used to measure the construct social norms divided between injunctive norms and descriptive norms. The four items of **Injunctive norms** such as item 1 “*people who influence my behavior expect me to buy ethical clothing*” and item 3 “*I think most people who influence my behavior purchase ethical clothing*” were reformulated items from Ajzen (1991) and (Beldad & Hegner, 2018). The three items of **Descriptive norms** were self-formulated for this research like item 1 “*buying ethical clothing is popular*”.

Perceived Behavioral Control. This independent variable was sub divided into two constructs namely; availability and price for this study. Where “**availability**” measured consumer’s view on the availability of shops ethical clothing in their surroundings with self-composed items like “*there are many shops in my area that sell ethical clothing*” and “*ethical clothing are easy to find*”. The three items for “**price**” were developed based on the literature review on consumer’s perception of the price of ethical clothing. Items such as “*I have the financial means to buy ethical clothing*” and “*I can afford to buy ethical clothing*” were formulated keeping the financial status of a middle-class Indian family in mind and item 3 was adapted from the study of (Beldad & Hegner, 2018).

Self-Identity. This construct measured consumer concept of self or self-perception with five items. Item 1 (“*I think of myself as an ethical consumer*”) and item 2 were derived from the study of (Sparks & Shepherd, 1992) in which they looked into the role of self-identification in ethical consumerism. Item 3 was adapted from Hustvedt and Dickson (2009) while item 4 and

item 5 (“*I think buying ethical clothing is an important part of who I am*”) were developed specifically for this study.

Self-Efficacy. Three items were utilized to measure this construct. Items 1 (“*By purchasing an item of ethical clothing, I could make a difference in the lives of producers and workers in developing countries*”) and item 2 (“*Purchasing ethical clothing enables me to help producers and workers in developing countries*”) were self-developed while item 3 was modified from Ma and Lee (2012).

Moral Obligation. This construct measured consumer’s moral obligation beliefs which models their actions and were measured with five items. The items 1 and item 5 were adapted from (Sunderer & Rössel, 2012) while item 2, item 3, and item 4 (“*I feel like a better person when I buy ethical clothing*”) were invented for this study.

Concern for Welfare of Workers. This construct measures consumer’s concern for ethical issues prevalent in the apparel industry such as sweatshops and fair living wage. Items 1, 2, 3, and 4 were self-developed for this research. Item 5 (“*I believe workers in apparel industry should be given a fair living wage (salary)*”) was taken from (Diddi, 2014).

Environmental Concern. Three items of this measure were modified from sustainable apparel consumption (SAC) scales developed by (Zhang, 2014). The author further found that the SAC scales were applicable to the consumers of both ethical and non-ethical apparel. The fourth item, “*It is important to me that we try to protect our environment for the future generations*” was adapted from (Weiner, 2017).

Available information on Ethical clothing. This predictor measured the adequacy of availability of information on ethical clothing to the Indian consumers with three newly formulated items. Item 1 and 2 measured the availability and ease of access of information on ethical clothing while item 3 measured the quality of available information (“*I believe available information about ethical clothing and ethical clothing brands are of good quality*”). The items were self-made to fit in the context of this research.

Previous experience with Ethical clothing. This construct measured the consumers experience with previously purchased ethical clothing by three newly formulated items. Item 1 and 2 measured the purchase experience and item 3 “*Ethical clothing I have purchased before is of good quality*” measured the product quality.

3.5 Reliability Analysis of the Instrument

3.5.1 Factor Analyses

To evaluate the construct validity of the research (Bornstedt, 1977; Rattray & Jones, 2007), a factor analysis was performed on the dataset M1 and M2. Field (2009) mentions that in order to perform a reliable factor analysis it is important to check the adequacy of sample size for the extraction of factors. Hair, Black, Babin, Anderson, and Tatham (2006) also recommended the Bartlett test of sphericity to check for the existence of correlation among variables. The test value should be significant ($p < .05$) for factor analysis to be considered applicable. Field (2009) further mentions that for KMO index “values between .5 and .7 are mediocre, values between .7 and .8 are good, values between .8 and .9 are great and values above .9 are superb” (p.647). With KMO index (.833; $p < .001$) for M1 and M2 (.729; $p < .001$) the factor analysis was a fitting next step (see Appendix 2, table 3 and table 4).

A principal component factor analysis combined with varimax rotation was performed on dataset M1 with 47 items and dataset M2 with 50 items. The factor loadings with values lesser than 0.3 should be disregarded as they were considered to have an insignificant effect on a factor (Field, 2009). For the dataset M1 factor loadings under .40 and for M2 factor loadings under .50 were suppressed. All the **items deleted** to produce the final factor analysis for both the models are **marked in red** (see Appendix 2, table 5 and table 6).

Model M1. In the preliminary factor analysis, the variance after rotation was explained by 10 factors with some interesting results. The items from the sub-construct descriptive norm and injunctive norms were loading under the same construct. These sub-construct were operationalized from the variable social norm. These norms resulted from social influence and through them people learned about “what people actually do” and “what we should do” (Strangor, Jhangiani, & Tarry, 2015). In addition, some studies conducted on both individualistic and collectivistic cultures suggested that social influence has significant effect on green or ethical consumption (Chan & Lau, 2000). Therefore, these seven items were merged into one construct named **social influence** for further analysis. The item 3 “*I can buy ethical clothing whenever I want to*” of construct **price** showed cross loading. A reliability analysis test was performed on its three items and the deletion of item 3 improved the alpha coefficient to 0.63. Thus, item 3 was removed.

Furthermore, in construct **moral obligation** item 2 “*buying ethical clothing conforms to my principles*”, and item 3 “*I believe buying ethical clothing is the right thing to do*” split loaded while item 4 “*I feel like a better person when I buy ethical clothing*” loaded on the different construct. Another surprising finding was in the construct of **self-identity** where item 1 showed no factor loading and item 5 showed cross-loadings. The item 3 of construct environmental concern showed cross-loading with another construct.

After deleting some items and constructs, another factor analysis was conducted to check the loading of items. The items were taken from the *attitude towards ethical clothing, social influence, availability, price, moral obligation, self-efficacy, concern for the welfare of workers, available information on ethical clothing, and intention to purchase ethical clothing*. For this factor analysis, a total of 34 items were loaded and values under .50 were suppressed. In this analysis, items 1 “*A lot of people in my social network buy ethical clothing*” and item 3 “*Purchasing ethical clothing has become a trend in my current location*” loaded on different constructs and hence were removed. As seen in table 3, the resulted variance was explained by nine factors.

Table 3

Factor loadings for the factor analyses of measures(M1)

Constructs	Items	Factor Loadings
Attitude towards Ethical Clothing (AEC)	Purchasing ethical clothing is a good thing.	.779
	In general, I have a favorable attitude towards ethical clothing.	.804
	In general, my attitude towards ethical clothing is positive.	.839
Social Influence (SI)	Purchasing ethical clothing is important.	.655
	Buying ethical clothing is popular.	.649
	People who influence my behavior expect me to buy ethical clothing.	.783
	I think most people who are important to me expect me to purchase ethical clothing.	.762
	I believe most people who influence my behavior purchase ethical clothing.	.839
Availability	I believe most people I know recommend the purchase of ethical clothing.	.806
	Ethical clothing is easy to find.	.732
	Shops that sell ethical clothing are easy to find.	.726
Price	There are many shops in my area which sell ethical clothing.	.731
	I have the financial means to buy ethical clothing.	.561
	I can afford to buy ethical clothing.	.769

Self-Efficacy (SE)	By purchasing an item of ethical clothing, I could make a difference to the lives of producers and workers in developing countries.	.840
	Purchasing ethical clothing enables me to help producers and workers in developing countries.	.780
	By buying ethical clothing, I am helping reduce poverty among textile workers in developing countries.	.765
Moral Obligation (MO)	I feel a moral obligation to buy ethical clothing.	.661
	Buying ethical clothing conforms to my principles.	.580
	I feel like a better person when I buy ethical clothing.	.610
	It is against my principles to buy non-ethical items of clothing.	.796
Concern for the Welfare of Workers (CWW)	I believe workers in apparel industry should be treated fairly.	.616
	I am concerned about welfare of the people who work in the textile industry.	.711
	I believe that the welfare of producers and workers in developing countries should be protected.	.855
	I strongly support the cause to improve the lives of producers and workers of ethical clothing in developing countries.	.777
	I believe workers in apparel industry should be given a fair living wage (salary).	.867
Available Information on Ethical Clothing (AIEC)	I have enough information about ethical clothing and ethical clothing brands.	.778
	I can easily access information about ethical clothing and ethical clothing brands whenever I want to.	.806
	I believe available information about ethical clothing and ethical clothing brands are of good quality.	.783
Intention to Purchase Ethical clothing (IPEC)	The likelihood that I will buy ethical clothing in the future is very high.	.612
	I would seriously consider purchasing ethical clothing.	.655
	I will prioritize ethical clothing when shopping.	.741
	Whenever possible I would buy ethical clothing instead of non-ethical clothing.	.788
	I would not hesitate to purchase ethical clothing.	.671

Model M2. In the first factor analysis, the analysis was explained by nine factors. The item 1” *A lot of people in my social network buy ethical clothing*” and item 2 “*Buying ethical clothing is popular*” from variable **descriptive norm** loaded on the different construct. Furthermore, the item 3 “*I can buy ethical clothing whenever I want to*” loaded on construct availability. As both, price and availability are the sub-construct of perceived behavioral control, item 3 was retained for further factor analysis. A surprising result was the loading of items of variable **self-identity** with the construct **moral obligation**. Additionally, item 4 “*I feel like a better person when I buy ethical clothing*” showed no factor loadings and hence was removed from further analysis. Also,

the construct **concern for welfare of workers** and construct **environmental concern** loaded on the same factor.

After trying several combinations of constructs, the variables **self-identity** and **environmental concern** were removed from the factor analysis as they were either loading on different factors or cross-loaded on different factors. Thus, after the removal of several items, the final factor analysis resulted in 35 items and the resulted variance was explained by ten factors (see table 4).

Table 4

Factor loadings for the factor analyses of measures(M2)

Constructs	Items	Factor Loadings
Attitude towards Ethical Clothing (AEC)	Purchasing ethical clothing is a good thing.	.797
	In general, I have a favorable attitude towards ethical clothing.	.882
	In general, my attitude towards ethical clothing is positive.	.831
	Purchasing ethical clothing is important.	.560
Social Influence (SI)	Buying ethical clothing is popular.	.590
	People who influence my behavior expect me to buy ethical clothing.	.760
	I think most people who are important to me expect me to purchase ethical clothing.	.817
	I believe most people who influence my behavior purchase ethical clothing.	.751
	I believe most people I know recommend the purchase of ethical clothing.	.721
Availability	Ethical clothing is easy to find.	.668
	Shops that sell ethical clothing are easy to find.	.579
Price	I have the financial means to buy ethical clothing.	.649
	I can afford to buy ethical clothing.	.534
Self-Efficacy (SE)	By purchasing an item of ethical clothing, I could make a difference to the lives of producers and workers in developing countries.	.804
	Purchasing ethical clothing enables me to help producers and workers in developing countries.	.819
	By buying ethical clothing, I am helping reduce poverty among textile workers in developing countries.	.793
Moral Obligation (MO)	I feel a moral obligation to buy ethical clothing.	.730
	Buying ethical clothing conforms to my principles.	.645
	It is against my principles to buy non-ethical items of clothing.	.738
Concern for the Welfare of Workers (CWW)	I believe workers in apparel industry should be treated fairly.	.766
	I am concerned about welfare of the people who work in the textile industry.	.845
	I believe that the welfare of producers and workers in developing countries should be protected.	.826

	I strongly support the cause to improve the lives of producers and workers of ethical clothing in developing countries.	.844
	I believe workers in apparel industry should be given a fair living wage (salary).	.793
Available Information on Ethical Clothing (AIEC)	I have enough information about ethical clothing and ethical clothing brands.	.561
	I can easily access information about ethical clothing and ethical clothing brands whenever I want to.	.865
	I believe available information about ethical clothing and ethical clothing brands are of good quality.	.795
Previous Experience with Ethical Clothing (PEEC)	I only have positive experience with ethical clothing.	.834
	Ethical clothing I have purchased before is of good quality.	.685
	I have never been disappointed with ethical clothing.	.600
Intention to Continue the Purchase of Ethical clothing (IPEC)	The likelihood that I will continue buying ethical clothing is very high.	.589
	I would seriously consider purchasing ethical clothing again.	.748
	I will continue prioritizing ethical clothing when shopping.	.797
	Whenever possible I would buy ethical clothing instead of non-ethical clothing.	.830
	I would not hesitate to purchase ethical clothing again.	.734

In conclusion, this study continues to analyze Hypothesis 1a/b, Hypothesis 4a/b, Hypothesis 5a/b, Hypothesis 6a/b, Hypothesis 8a/b, Hypothesis 9a/b, Hypothesis 11a/b, and Hypothesis 12b. The Hypothesis 2a/b (injunctive norm) and Hypothesis 3a/b (descriptive norm) were merged into Hypothesis 2x/xx (social influence). Since, the construct self-identity and environmental concern were removed from the final factor analysis, the Hypothesis 7a/b and Hypothesis 10a/b will not be used for further analysis.

3.5.2 Cronbach's Alpha Analysis

The reliability of a scale shows how free it is from random error and one of the indicators of a scale's reliability is internal consistency (Pallant, 2007). The Cronbach's Alpha analysis was used to measure the internal consistency of a scale and was a test of reliability. The coefficient alpha was normally positive with values starting from 0 and ending just less than 1 with larger values indicating higher levels of internal consistency (Tavakol & Dennick, 2011). Different researchers report different acceptable values of the coefficient alpha ranging from .70 to .95 (Bland & Altman, 1997; Field, 2009; DeVellis, 2016).

After performing the final factor analysis, the construct reliability of new items was analyzed by performing a Cronbach's alpha analysis. The results yielded the Cronbach's alpha of

items in model M1 from .63 to .89 and in model M2 from .70 to .91, which was considered reliable (Tavakol & Dennick, 2011). The remaining variables after the final factor analysis for model M1 and model M2 are presented in table 5 and table 6 respectively.

Table 5

Summary of number of items, Cronbach's Alpha, mean, and standard deviation of the final measure (N=155)

Variable	Items	Cronbach's alpha	Mean	SD
Attitude towards Ethical Clothing	4	0.84	4.02	0.58
Social Influence	5	0.89	2.59	0.80
Availability	3	0.88	2.31	0.78
Price	2	0.63	3.58	0.66
Moral Obligation	4	0.81	3.45	0.67
Self-Efficacy	3	0.87	3.78	0.71
Concern for the Welfare of Workers	5	0.88	4.13	0.55
Available Information on Ethical Clothing	3	0.85	2.81	0.94
Intention to Purchase Ethical Clothing	5	0.85	3.71	0.59

Note: SD= Standard deviation

*Mean Range is 1 to 5

Table 6

Summary of number of items, Cronbach's Alpha, mean, and standard deviation of the final measure (N=84)

Variable	Items	Cronbach's alpha	Mean	SD
Attitude towards Ethical Clothing	4	0.87	4.04	0.67
Social Influence	5	0.87	3.20	0.76
Availability	2	0.70	3.68	0.68
Price	2	0.82	3.10	0.83
Moral Obligation	3	0.80	3.42	0.78
Self-Efficacy	3	0.85	3.91	0.65
Concern for the Welfare of Workers	5	0.91	4.25	0.66
Available Information on Ethical Clothing	3	0.82	3.40	0.78
Previous Experience with Ethical Clothing	3	0.77	3.71	0.59
Intention to Continue the Purchase of Ethical Clothing	5	0.91	3.92	0.67

Note: SD= Standard deviation

*Mean Range is 1 to 5

4 Results

4.1 Pearson Correlation Analysis

A correlation measures the strength of the linear association between two quantitative variables. The Pearson's correlation coefficient is denoted by 'r' and its value ranges between -1.0 and +1.0 always (Prion & Haerling, 2014). Therefore, a Pearson Correlation analysis was conducted to see if there exist a positive, negative or no correlation between the two variables. In model M1 (see **table 7**) all independent variables have a positive and linear relationship with the dependent variable except for availability. Whereas in model M2 (see **table 8**), except for independent variable **price** ($r = -.03$, $p > .75$) all others variables showed a positive linear relationship with the dependent variable.

The Pearson's correlation was also conducted to check for multicollinearity issues. Multicollinearity happens when two or more predictors are highly correlated in a multiple regression model and its existence can limit the research conclusions (Pallant, 2007). The value of the Variance Inflation Factor (VIF) is always greater than 1 and should be less than 10. The VIF values exceeding 10 are often seen as a sign of multicollinearity (Field, 2009). In table 7 and 8, the correlation value between any two independent variables is not higher than .7 which shows the absence of multicollinearity. To support this result, the VIF values are presented in Appendix 2 table 7 and table 8. The multicollinearity score for **model M1** ranges from **1.04 until 1.76** and for **the model M2** the score varies from **1.06 until 1.86**. This result combined with the correlations matrix shows no signs of multicollinearity in this research.

Table 7*Correlation Coefficients of the Constructs for Model M1 (N=155)*

Variables	Correlations								
	1	2	3	4	5	6	7	8	9
Intention to Purchase Ethical Clothing	-								
Attitude towards Ethical Clothing	.40**	-							
Social Influence	.31**	.07	-						
Availability	.11	-.12	.50**	-					
Price	.25**	.14	-.01	.08	-				
Self-Efficacy	.48**	.40**	.14	.00	.22**	-			
Moral Obligation	.51**	.45**	.32**	.09	-.07	.42**	-		
Concern Welfare of Workers	.39**	.39**	-.18*	-.10	.14	.30**	-		
Available Information on Ethical Clothing	.24**	-.01	.47**	.51**	.08	.29**	.13	.01	-

(1)Intention to Purchase Ethical Clothing (2) Attitude towards Ethical Clothing (3) Social Influence (4) Availability (5) Price (6) Self-Efficacy (7) Moral Obligation (8) Concern for the Welfare of Workers (9) Available Information on Ethical Clothing

*. Correlation is significant at the .05 level (2-tailed).

**.. Correlation is significant at the .01 level (2-tailed).

Table 8*Correlation Coefficients of the Constructs for Model M2 (N=84)*

Variables	Correlations									
	1	2	3	4	5	6	7	8	9	10
Intention to Continue Purchase Ethical Clothing	-									
Attitude towards Ethical Clothing	.27*	-								
Social Influence	.16	-.03	-							
Availability	.08	-.08	.45**	-						
Price	-.03	.18	.27*	.40**	-					
Self-Efficacy	.33**	.49**	.01	-.02	-.10	-				
Moral Obligation	.41**	.43**	.35**	.04	.01	.42**	-			
Concern for the Welfare of Workers	.58**	.32**	-.10	-.21	-.14	.28**	.18	-		
Available Information on Ethical Clothing	.24*	.15	.33**	.45**	.24*	.13	.15	.07	-	
Previous Experience with Ethical Clothing	.47**	.14	.29**	.16	.15	.29**	.31**	.25*	.53**	-

(1)Intention to Purchase Ethical Clothing (2) Attitude towards Ethical Clothing (3) Social Influence (4) Availability (5) Price (6) Self-Efficacy (7) Moral Obligation (8) Concern for the Welfare of Workers (9) Available Information on Ethical Clothing (10) Previous Experience with Ethical Clothing

*. Correlation is significant at the .05 level (2-tailed).

**.. Correlation is significant at the .01 level (2-tailed).

4.2 Hierarchical Multiple Regression Analysis

To determine the effect of different predictors on the Indian consumer's purchase intention for ethical clothing a multiple hierarchical multiple regression analysis was performed. This type of analysis allows the entering of variables in several steps (Field, 2009). This will provide the author freedom to first include the original constructs of the TPB followed by the extended variables. This way it would be possible to know which measure is increasing the predictive ability of the model over and above the original constructs of the TPB model. This section will produce answers to the research question by testing the given hypotheses.

4.2.1 Regression for Intention to purchase Ethical clothing

A three-stage multiple regression analysis was conducted with the 'intention to purchase ethical clothing' as the dependent variable. In the first block (**step 1**), variables of the original TPB namely; **attitude towards ethical clothing**, **social influence**, **price**, and **availability** considered important factors hypothesized to influence purchase intention were entered. The entrance of these variables resulted in an adjusted R^2 of .27 ($F_{4, 150} = 15.037$, $p < .001$). In this model, the construct availability is not found to be a significant predictor ($\beta = -.01$, $p = .87$) of intention to purchase ethical clothing.

In the second block (**step 2**) two additional variables **self-efficacy** and **moral obligation** which are hypothesized to effect consumer's intention to purchase ethical clothing were added. The result revealed that introduction of these two additional variables increased the value of adjusted R^2 to .40 ($F_{2, 148} = 18.244$, $p < .001$). In this model attitude towards ethical clothing ($\beta = .13$, $p = .08$) and price ($\beta = -.01$, $p = .90$) did not contributed to the model. It was also noted that the addition of self-efficacy and moral obligation in the second block made the effect of attitude towards ethical clothing vanished.

In the third block (**step 3**), two other variables **concern for welfare of workers** and **available information on Ethical clothing** were introduced which prompted an increase in the value of adjusted R^2 to .45 ($F_{2, 146} = 7.565$, $p < .001$). This value implies that 45% of the variance for consumer's intention to purchase ethical clothing could be described by the eight predictors hypothesized to positively affect the behavioral intention.

After analyzing the complete model in step 3, **social influence** ($\beta = .25$, $p = .002$, $p < .01$), **price** ($\beta = .19$, $p = .003$, $p < .01$), **self-efficacy** ($\beta = .17$, $p = .02$, $p < .05$), **moral obligation** ($\beta = .28$,

$p=.000$, $p<.001$), **concern for welfare of workers** ($\beta =.26$, $p=.000$, $p<.001$) became predictors of intention to purchase ethical clothing. As a result, it can be concluded that **Hypothesis 2x**, **Hypothesis 4a**, **Hypothesis 8a**, **Hypothesis 6a**, and **Hypothesis 9a** are supported in this study and each construct represented by aforementioned hypothesis is a significant predictor of intention to purchase ethical clothing.

From the complete model, it is evident that **attitude towards ethical clothing** ($\beta = .06$, $p=.42$, $p>.05$), **availability** ($\beta = -.05$, $p=.53$, $p>.05$), and **available information on ethical clothing** ($\beta = .05$, $p= .50$, $p>.05$) did not reveal a significant result. Therefore, **Hypothesis 1a**, **Hypothesis 5a**, and **Hypothesis 11a** were not supported in this study. The construct attitude towards ethical clothing and available information on ethical clothing showed positive association with IPEC as assumed whereas availability depicted a negative relation with IPEC which is opposed to the prediction. The result of the hierarchical multiple regression analysis with unstandardized and standardized coefficients of the different variables can be found in table 9, the final model with its relation can be found in figure 4 and the summary of hypotheses can be seen in table 11.

Table 9

Hierarchical Multiple Regression Analysis Result (Model M1)

Steps and Variables	B	SEB	β	t	R ² (Δ R)
Step1					
(Constant)	1.01	.37		2.93	.29 (.27)***
Attitude towards Ethical Clothing	.36	.07	.35***	4.94	
Social Influence	.22	.06	.30***	3.68	
Availability	-.01	.06	-.01	-0.16	
Price	.18	.06	.21**	2.93	
Step 2					
(Constant)	0.54	.34		1.57	.43 (.40)***
Attitude towards Ethical Clothing	.13	.07	.13	1.78	
Social Influence	.13	.06	.18*	2.34	
Availability	-.01	.05	-.01	-0.12	
Price	.19	.06	.21**	3.17	
Self-efficacy	.19	.06	.23**	3.08	
Moral Obligation	.27	.07	.31***	4.00	
Step 3					
(Constant)	-0.13	.37		-0.36	.48 (.45)**
Attitude towards Ethical Clothing	.06	.07	.06	0.81	

Social Influence	.18	.06	.24**	3.10
Availability	-.04	.06	-.05	-0.63
Price	.17	.06	.19**	3.05
Self-efficacy	.14	.06	.17*	2.32
Moral Obligation	.24	.07	.28***	3.64
Concern for Welfare of Workers	.28	.07	.26***	3.77
Available Information on Ethical Clothing	.03	.05	.05	0.68

*Note: Dependent variable Intention to purchase Ethical clothing, *** indicates a significance level at $p < .001$, ** indicates a significance level at $p < .01$, * indicates a significance level at $p < .05$*

4.2.2 Regression for Intention to continue purchase Ethical clothing

A three-stage multiple regression analysis was conducted with ‘intention to continue the purchase of ethical clothing’ as the dependent variable. In the first block (**step 1**), variables related to the original TPB model namely, **attitude towards ethical clothing**, **social influence**, **price**, and **availability** were entered. The first block shows that adjusted R^2 has a value of .08 ($F_{4, 79} = 2.860$, $p < .05$). In this model, only **attitude towards ethical clothing** is a significant predictor ($\beta = .31$, $p = .05$) of intention to purchase ethical clothing.

In the second block (**step 2**) two additional variables **self-efficacy** and **moral obligation** were added. The result reveals that the value of adjusted R^2 increases to .15 ($F_{2, 77} = 3.968$, $p < .05$). In this block only **moral obligation** ($\beta = .28$, $p = .03$) contributed to the model.

In the third block (**step 3**), three additional variables **concern for the welfare of workers**, **available information on ethical clothing**, and **previous experience with ethical clothing** were added. The addition of these three predictors to the block increased the adjusted R^2 to .46 ($F_{3, 74} = 15.749$, $p < .001$) which implies that 46% of the variance in consumer’s ICPEC can be explained by these three predictors that are hypothesized to influence consumer’s ICPEC.

After analyzing the complete model in step 3 **moral obligation** ($\beta = .22$, $p = .04$, $p < .05$), **concern for welfare of workers** ($\beta = .49$, $p = .000$, $p < .001$), and **previous experience with Ethical clothing** ($\beta = .28$, $p = .01$, $p < .05$) became predictors of intention to purchase ethical clothing. It is also found that CWW is the biggest determinant of ICPEC and accounts for 49%. As a result, it can be concluded that **Hypothesis 6b**, **Hypothesis 9b**, and **Hypothesis 11b** are supported in this study and each construct represented by aforementioned hypothesis is a significant predictor of intention to purchase ethical clothing.

However, from step 3 it is revealed that **attitude towards ethical clothing** ($\beta = .00$, $p=.98$, $p>.05$) showed no relation with **intention to continue purchase ethical clothing**. Additionally, **social influence** ($\beta = .01$, $p=.94$, $p>.05$), **availability** ($\beta = .17$, $p=.12$, $p>.05$), and **self-efficacy** ($\beta = .02$, $p=.87$, $p>.05$) showed no significant relation **with intention to continue purchase ethical clothing**. In the multiple hierarchical regression analysis, **price** ($\beta = -.07$, $p=.48$, $p>.05$) and **available information on ethical clothing** ($\beta = -.03$, $p=.75$, $p>.05$) also showed negative relation with the independent variable with no significant relation as well.

Table 10

Hierarchical Multiple Regression Analysis Result (N=84)

Steps and Variables	B	SEB	β	t	R2(Δ R)
Step 1					
(Constant)	2.56	.59		4.34	.13 (.08)*
Attitude towards Ethical Clothing	.31	.11	.31*	2.89	
Social Influence	.16	.10	.18	1.50	
Price	-.17	.12	-.18	-1.48	
Availability	.08	.10	.09	0.75	
Step 2					
(Constant)	2.04	.63		3.22	.21 (.15)*
Attitude towards Ethical Clothing	.10	.13	.10	0.76	
Social Influence	.04	.11	.05	0.37	
Price	-.09	.12	-.09	-0.74	
Availability	.07	.10	.09	0.76	
Moral Obligation	.24	.11	.28*	2.15	
Self-efficacy	.16	.13	.15	1.23	
Step 3					
(Constant)	-0.18	.60		-0.30	.52 (.46)***
Attitude towards Ethical Clothing	.00	.11	.00	0.03	
Social Influence	.01	.09	.01	0.07	
Price	-.07	.10	-.07	-0.70	
Availability	.14	.09	.17	1.60	
Moral Obligation	.19	.09	.22*	2.10	
Self-efficacy	.02	.11	.02	0.16	
Concern Welfare of Workers	.50	.09	.49***	5.34	
Previous Experience with Ethical Clothing	.31	.12	.28*	2.59	
Available Information on Ethical Clothing	-.03	.09	-.04	-0.32	

*Note: Dependent variable Intention to purchase Ethical clothing, *** indicates a significance level at $p<.001$, ** indicates a significance level at $p<.01$, * indicates a significance level at $p<.05$*

Therefore, **Hypothesis 1b**, **Hypothesis 2_{xx}**, **Hypothesis 5b**, **Hypothesis H8b**, **Hypothesis 4b**, and **Hypotheses 11b** were not supported in this study. In addition, attitude towards ethical clothing and available information on ethical clothing showed a positive relationship with intention to purchase ethical clothing whereas the construct availability revealed a negative relation with the intention to purchase ethical clothing which opposes the prediction. The result of the hierarchical multiple regression model can be found in table 10, the final model with its relation can be found in figure 5 and the summary of hypotheses can be seen in table 11.

4.3 Overview of the tested hypotheses

Table 11

The summary of the hypotheses and its relation

Hypotheses	Variable Relation	IPEC	ICPEC
H 1a/b	Consumer's attitude towards ethical clothing positively influences their intention to purchase and continue the purchase of ethical clothing.	Rejected	Rejected
H 2 _{x/xx}	Social influence positively influences consumer's intention to purchase and continue the purchase of ethical clothing.	Supported	Rejected
H 4a/b	The price of ethical clothing positively influences consumer's intention to purchase and continue the purchase of ethical clothing.	Supported	Rejected
H 5a/b	The availability of ethical clothing items positively influences consumer's intention to purchase and continue the purchase of ethical clothing.	Rejected	Rejected
H 6a/b	Moral obligation positively influences consumer's intention to purchase and continue the purchase of ethical clothing.	Supported	Supported
H 8a/b	Self-efficacy positively influence consumer's intention to purchase and continue the purchase of ethical clothing.	Supported	Rejected
H 9a/b	Concern for the welfare of workers positively influences consumer's intention to purchase and continue the purchase of ethical clothing.	Supported	Supported
H 11a/b	Available information on ethical clothing positively influences consumer's intention to purchase and continue the purchase of ethical clothing.	Rejected	Rejected
H 12b	Consumer's previous experience with ethical clothing will positively influences their intention to continue the purchase of ethical clothing.	**	Supported

** *No hypotheses for IPEC*

5 Discussion of Results, Implications and Future Research Directions

This research was undertaken to determine the factors that guide purchase intention of Indian consumers towards ethical clothing, especially the Generation Y cohort. It was proposed in this study that consumers purchase intention would be influenced by several predictors namely, attitude towards ethical clothing, social norm (injunctive and descriptive), perceived behavioral control (price and availability), moral obligation, self-efficacy, self-identity, environmental concern, concern for the welfare of workers, available information on ethical clothing, and previous experience with ethical clothing. These predictors were tested using two models namely, model M1 (intention to purchase ethical clothing) and model M2 (intention to continue purchase of ethical clothing). For model M1 the constructs social influence, price, moral obligation, self-efficacy, concern for the welfare of workers significant predictors of consumer's intention to purchase ethical clothing. For model M2, the constructs moral obligation, concern for the welfare of workers, and previous experience with ethical clothing significant predictors of consumer's intention to continue the purchase of ethical clothing.

The effect of these predictors vary according to the consumers who have purchased ethical clothing before (see figure 5) and those who have not purchase ethical clothing previously (See figure 4).

5.1 Consumer's Intention to Purchase Ethical Clothing

Figure 4 shows the results of the hierarchical multiple regression analysis for the model M1. The effect of attitude towards ethical clothing on consumer's ethical clothing purchase intention was rejected during hypotheses testing. This is an interesting finding as the mean value of the construct attitude towards ethical clothing was 4.02 which suggested consumer's preference for an overall favorable attitude towards ethical clothing. One can only speculate that consumers favorable attitude towards ethical clothing did not reflect in their intention to purchase ethical clothing. This result is in line with study of (Han, 2018) who also found that attitude has a insignificant effect on South Koreans organic cotton apparel purchase intention. The findings reveals that availability did not have a significant impact on consumer's purchase intention and H3a is rejected. Also, the mean for the construct indicates that consumers do not have favorable responses towards availability of ethical clothing. This could mean that consumers do not find shops selling ethical clothing in their surroundings easily and they do not want to put extra effort

in search of ethical clothing. For attitude towards ethical clothing, it could mean that because consumers did not had good quality information about ethical clothing or the information on societal and environmental benefits associated with ethical clothing purchase, they could not form positive beliefs about ethical clothing consumption.

The result analysis demonstrated a significant effect of social influence on the consumer's intention to purchase ethical clothing which is in line with the assumption made. The social influence in this study was associated what people around consumers do concerning ethical clothing consumption and what consumers should actually do. It means Indian consumers are more likely to buy ethical clothing when they see other people purchasing it as well. Also, if they feel that other individuals believe ethical clothing is desirable then they would be more prone to purchase the clothing item themselves. The result of this study resonates with the findings of Eze and Ndubisi (2013) who studied Malaysian consumers green buying behavior and found social influence to be a significant predictor. They stated based on the study of Maram and Kongsompong (2007) that consumers from collectivistic societies such as Malaysian are more susceptible to social influence when making consumption choices compared to consumers from individualistic societies. According to Hofstede Insights (2018) India and Malaysia both are collectivistic socities which implies that both consumer group are committed to their group and each member takes responsibility of the other member in the group. The study of Maram and Kongsompong (2007) found support in the study of Yamagishi, Hashimoto, and Schug (2008) who stated that when it comes to buying niche products consumers belonging to collectivistic nations tend to stick to social norms. In this study, the ethical clothing can be considered as a niche product as it still has not penetrated the mass market.

The price of ethical clothing is found to be a significant determinant of purchase intention for consumers who have not purchase ethical clothing before. This outcome is similar to the finding of Kavaliauske and Ubartaite (2014) who studied the ethical behavior of Lithuanian people and found price to be an important determinant of consumer's intention to purchase organic products. This could mean that the price of ethical clothing is not perceived as a purchase barrier by consumers who have intention to purchase ethical clothing.

The construct self-efficacy has a significant impact on consumer's intention to purchase ethical clothing. This result is in according with the study of Phau, Teah, and Chuah (2015) which examines the influence of sweatshop made apparel on consumer's purchase intention. They studied

consumer's purchase intention towards fashion apparel made in sweatshops and found that consumer's awareness of the impact of sweatshops on society had no intention to purchase apparel manufactured in those sweatshops.

As expected, a feeling of moral obligation to purchase ethical clothing significantly contributes to consumer's purchase intention towards ethical clothing. The predictor is found to be the primary determinant of consumer's IPEC with 28%. This results echoes the findings of Barbarossa and De Pelsmacker (2016) who compared a group of green and non-green consumers and found moral obligation to have significant effect on consumer's intention to purchase eco-friendly products.

The concern for the welfare of workers also significantly contribute to consumer's purchase intention of ethical clothing. The consumer's concern accounts for 26% of their intention to purchase ethical clothing. This could mean that consumers feel sympathy for the workers and they might be engaged in ethical issues concerning apparel industry directly or indirectly which is reflected in their intention to purchase ethical clothes (Carrigan & Attalla, 2001).

As opposed to the proposed hypotheses, the available information on ethical clothing fails to make a significant contribution in explaining consumer's intention to purchase ethical clothing. This result is not in accordance with the one obtained from Boulstridge and Carrigan (2000). It could be possible that available information related to ethical clothing to the consumers is not accessible or available. It may also be possible that available information does not contain enough content about the origin of garments or producers which could affect consumer's purchase intention.

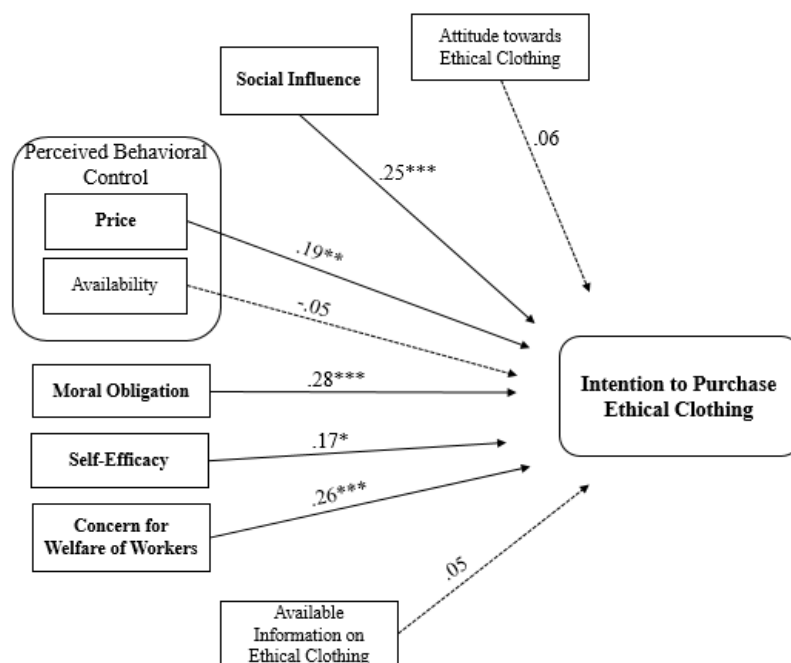


Figure 4: The final research model with the result of the hierarchical multiple regression analysis (M1). *** indicates a significance level at $p < 0.001$, ** indicates a significance level at $p < 0.01$, * indicates a significance level at $p < 0.05$. The strong line represents the supported hypothesis and the dashed line represents the rejected hypothesis.

5.2 Consumer's Intention to Continue the Purchase of Ethical Clothing

Figure 5 shows the results of the hierarchical multiple regression analysis for the model M2. For the consumers who have purchased ethical clothing in the past, the significant predictors of their intention to continue the purchase of ethical clothing in future were the moral obligation, concern for the welfare of workers, and previous experience with ethical clothing. Although prior studies examine consumer ethical purchase intentions and showed that with the inclusion of moral obligation as an extended variable, the effect of attitude vanishes (Harland, Staats, & Wilke, 1999) one can only speculate the result to be applicable in the case of consumer ICPEC. Apart from the construct AEC the predictors namely, social influence, price, availability, self-efficacy, and available information on ethical clothing did not contribute to explaining a consumer intention to continue the purchase of ethical clothing.

The predictor attitude towards ethical clothing did not produce a significant impact on consumer's intention to continue purchasing ethical clothing and the hypotheses were rejected. Interestingly, this predictor did not reveal any contribution towards consumer's ICPEC with $\beta = 0$ which indicates no relationship between consumer's AEC and their ICPEC. Also, the available

information on ethical clothing does not significantly impact consumer's ICPEC thereby rejecting the hypotheses. This is supported by the research of De Pelsmacker, Janssens, Sterckx, and Mielants (2006) on fair trade buying behavior of Belgian consumers where he concluded that unavailability of good information on fair trade products acted as a barrier to their purchase. This lack of quality information on ethical clothing could also be a factor that did not lead to positive beliefs formation in consumers about ethical clothing purchase and its impact on the environment and workers. One may speculate when consumers have limited or no information about ethical clothing manufacturing process, its ecological footprint, and how it benefits the consumer and workers then it is difficult for them to consider the likely positive effect of their behavior which in this study is to continue the purchase of ethical clothing.

The impact of social influence on consumers ICPEC is not significant which is opposite to the proposed hypotheses. Thus, one can only speculate that consumers who possess the intention to purchase ethical clothing in the future as well are the ones whose behavior is guided by self-interest and they give priority to their personal goals over group conformity (Maram & Kongsompong, 2007). It could mean that the social group of the consumers have no role in their repurchase intentions. It may be possible that these consumers possess high self-esteem and strong internal values and therefore have less fear of being rejected by their social group or to be influenced by them (Khare, 2012).

The price of ethical clothing does not have a significant impact on consumers ICPEC. Interestingly, the price has a negative relationship with the independent variable. It means when the price of ethical clothing increases, the consumer's repurchase intention decreases. This decrease could be attributed to the notion that the perceived value or quality of ethical clothing does not justify its price. The availability is also an insignificant predictor of ethical clothing. It means of the construct availability ($M=3.68$) indicates the consumer's agreeing on the easy availability of ethical clothing to them. Therefore, one of the reasons for this availability not being a determinant of consumer's ICPEC could be that price of the ethical clothing is not fair to them. Thus, even the ethical clothing is easily accessible to them, its price stops them from making the purchase decisions again.

The construct self-efficacy is not a determinant of consumers ICPEC and hence the hypothesis is rejected. Joergens (2006) found in his exploratory research that people do not perceive that their clothing consumption choices impact the environment. There is almost no

relationship between the consumer's self-efficacy and their intention to continue the purchase of ethical clothing. Although the mean of the construct implies that consumers have more favorable responses of their purchase decisions helping the environment and the workers in the apparel industry but it does not translate into their ICPEC. One of the reason could be that they are not able to see in real time how their decision to purchase ethical clothing is changing the lives of the people associated with its manufacturing.

Three of the predictors from model M2 did significantly contribute to explaining a consumer's intention to continue the purchase of ethical clothing. The first one is a concern for the welfare of workers which is the primary determinant with 49% contribution. It was proposed that when consumers are concerned about the welfare of workers working in the apparel industry their ICPEC would be positively influenced which is a surprising finding since the AIEC did not significantly contribute to the ICPEC.

The second factor as proposed in the hypothesis, consumer's previous experience with ethical clothing positively influences their intention to continue purchasing ethical clothing. This result is in line with the study of Ma (2007) who examined female University student's purchase intention towards non-food fair trade products and found that consumers with positive previous experience of shopping ethical products are more likely to purchase fair trade products again. The acceptance of this hypothesis is also supported by the previous studies that tested the increment in the predictive power of the TPB model with the inclusion of past behavior (or intention to repeat a behavior) and found significant results. This could mean that consumers who have previously purchased ethical clothing, owned it, and used it had a positive experience with their purchase and thus are more willing to continue the purchase in the future.

The last predictor that significantly contributed to the model is the moral obligation. This affirms the findings of Dowd and Burke (2013) where they stated that extending the TPB model with moral obligation increases the prediction power of purchase intention towards ethical products. The construct of moral obligation is also found to have a significant impact on consumer's intention to purchase ethical clothing. It implies that consumers feeling of doing the correct thing by performing the ethical behavior becomes stronger once they have actually performed the behavior.

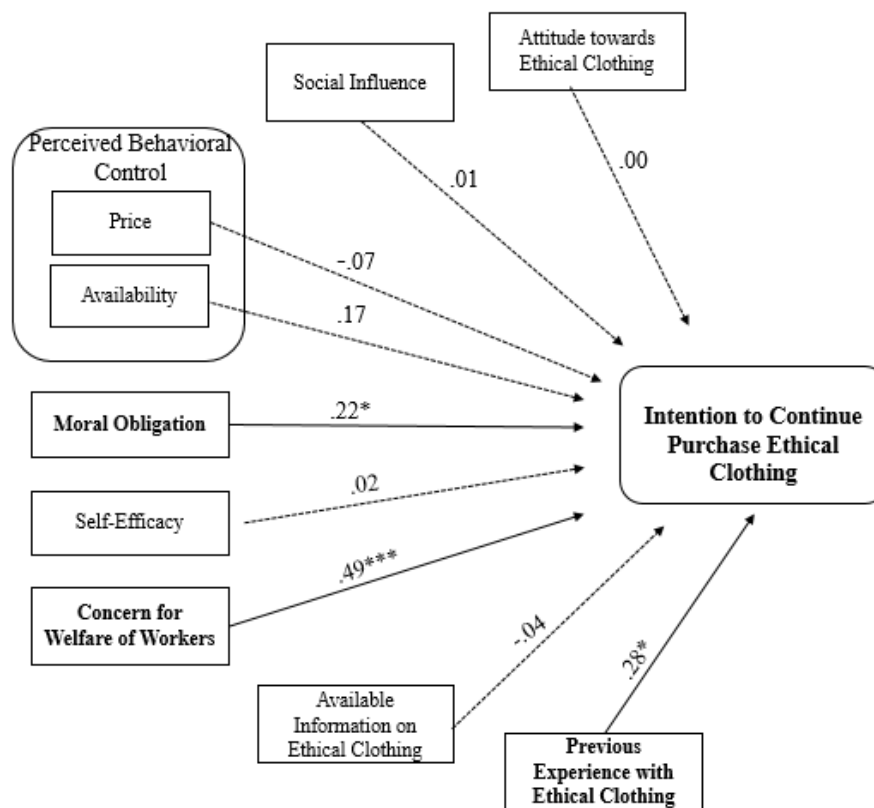


Figure 5: The final research model with the result of the hierarchical multiple regression analysis (M2). *** indicates a significance level at $p < 0.001$, ** indicates a significance level at $p < 0.01$, * indicates a significance level at $p < 0.05$. The strong line represents the supported hypothesis and the dashed line represents the rejected hypothesis.

5.3 Implications

The research on India's Generation Y's ethical clothing purchase intention is sparse and the current study contributes valuable insights about ethical clothing purchase intention with its two models M1 and M2. For the ethical apparel brands, it is crucial to gain knowledge of factors that motivates and what factors could act as a barrier for consumer's IPEC and ICPEC. The extended model of the TPB was applied to the consumer's ethical apparel purchase intention in Indian context with the inclusion of several predictors. Also, none of the previous Indian research on ethical apparel have investigated the drivers to consumer's ICPEC.

Moral obligation and concern for the welfare of workers were found to have a positive impact in both the models on IPEC and ICPEC. As there is no previous research that have tested the effect of these two constructs on the similar independent variables in the same setting, it is difficult to say that these results contradict or support other studies. But, the finding indicate that

a feeling of moral obligation and CWW precedes over other issues when consumers get involved in ethical purchase decisions.

There were a lack of items to measure available information on ethical clothing, previous experience with ethical clothing, and availability in the context of Indian setting. Also, all but one item in both IPEC and ICPEC were invented specifically for this study. The reason being previous studies have not investigated these constructs in Indian setting and they returned a good score on the reliability analysis test as well. These newly formulated items provide can contribute to the future studies investigating these constructs.

Several practical implications can be deduced from this study's result and could be helpful for ethical apparel companies, retailers and market regulatory agencies. First, social influence positively affect IPEC and this finding can help ethical brands and retailers to market their product lines effectively. Therefore, the ethical brands can endorse celebrities or other famous personalities that are idealized by the Generation Y to enhance their credibility (Till & Busler, 2000). The younger generation wants to have latest clothing and style and the endorsement of a celebrity will help them promote their ethical apparel brand as elite.

Furthermore, ethical brands can emphasize on positive features of ethical clothing and its purchase with some actual facts and figure. For example, companies should communicate about the initiatives taken to improve the lives of workers that made their clothes. Companies should inform the consumer about the effect of their ethical apparel purchase and how it is changing the lives of the workers who made their clothes (Elgaaied-Gambier, Monnot, & Reniou, 2018). Government and NGOs could also inform the consumers about the percentage of consumers who are willing to purchase ethical clothing over non-ethical clothing.

Indian consumers are positively influenced by the price of ethical clothing. It implies that they do not perceive price as a barrier to their intention to purchase ethical clothing. Therefore, ethical brands should actively promote their product line focusing on price along with the other benefits such as quality and durability. When people purchase ethical clothing they may realize afterwards that the price was higher. Therefore, companies should also offers discounts or loyalty bonus points to consumers to make them return to the store.

Consumer's IPEC and ICPEC is positively affected by moral obligation and according to Nelson, Brunel, Supphellen, and Manchanda (2006) this feeling of moral obligation emanates from moral beliefs. Fishbein & Ajzen (2010) mentions that beliefs are based on people's knowledge

about the behavior and supply of new information about the behavior may change their beliefs and transform their actions effectively. Therefore, companies need to create new marketing strategy for their product lines highlighting ethical appeals and this might strengthen consumer's personal values related to ethical apparel consumption. The companies need to incorporate ethical appeals in their promotional material in such a way that the Generation Y or any other targeted segment is receptive to it.

People with high degree of personal interest in changing the lives of labors working for apparel industry have increased feelings of self-efficacy. Consumers with intention to purchase ethical clothing believe that their ethical apparel purchase will bring a change in the lives of workers and reducing poverty in emerging economies. Companies need to inform consumers through an easily accessible medium (for e.g. newsletters, social media platforms) that their ethical clothing purchase helped some family or workers in some way.

Concern for the welfare of workers also influenced consumer's IPEC and ICPEC. This concern comes from the information consumer's gain from news media about the living and working conditions of workers in apparel industry. Therefore, companies and NGOs should make informative educational material about the state of apparel and textile workers in the country and communicate what they are doing differently to help works. As the consumers will gain knowledge on the negative effect of apparel industry on workers their negative beliefs will be reinforced and this may introduced a behavioral change.

Previous experience with ethical clothing was important in determining Generation Y's ethical clothing purchase intention in the future. This finding could help indigenous and foreign ethical apparel brands to position and promote their product effectively in the Indian market. With easy access of internet in India, more people are networking on social media and using it for online shopping. The brands can endorse ethical influencers to promote the quality and durability of ethical clothing. They can also involve the general public as their online brand ambassador to speak about their product from their own experience of using it.

5.4 Limitations and Future Research Directions

The current study promises to contribute to the academic literature on Indian consumer behavior by providing relevant insights into Generation Y consumers' intention to purchase and continue the purchase of ethical clothing. Despite the interesting results of this study, certain

limitations were encountered during the course of this study. The improvement upon these limitations could still be implemented in future research.

First, this study experienced a high dropout rate from the participants which also resulted in a small sample size. Out of the total 561 respondents to the survey, 157 participants (28%) left the survey in-between. Although the Internet-based surveys are susceptible to participant dropout (Hoerger, 2010), the potential reasons should be discussed. A possible reason could be the length of the survey that made people impatient or bored and leads them to finally quit the survey. Although to make respondents finished the survey, a reward of four movie tickets was also provided. To surpass this obstacle in the future, rather than relying on using a single data collection tool such as social media platforms (e.g. Facebook, Whatsapp) different tools should be employed as well. For example, make use of survey software that allows conducting online and offline surveys as well.

Second, this study suffers from the generalizability of results which can be attributed to the use of convenience sampling. This study made use of convenience sampling method to approach participants (sample of family and friends) due to constraints of time and money. The views of these participants could likely result in a bias as they are coming from a group of people with comparable thoughts and values.

Third, this study may have been subjected to social desirability bias which is the disadvantage of self-reported surveys and although the survey was anonymous, respondents still could have answered to look favorable. Future studies that use questionnaires to investigate ethical apparel purchase intention may employ different methods to reduce the bias. For example, the indirect questioning method can be used to reduce social desirability bias (Fisher, 1993). In this method, participants are asked questions that can be answered from other's viewpoint and it allows people to convey "their own feelings behind a façade of impersonality" (Simon & Simon, 1974, p.586).

Fourth, the sample group was restricted to Generation Y cohort ages between 18-35 years and left out Generation X and older people which limits this research generalization to the whole population. Fifth, the construct self-identity and environmental concern were removed after the factor analysis and hence their effect on IPEC and ICPEC could not be studied as they were showing cross loading despite having scales adapted from previous authors.

The impact of demographic variables such as gender, age, occupation, on consumer's ethical clothing purchase intention was not investigated. The effect of these variables on Generation Y purchase intention could reveal interesting insights but, it was considered beyond the scope of this study. It would also be interesting to investigate the effect of the demographic factor such as marital status, religion or political effect on consumer ethical purchase behavior. It is proposed to include a moderating variable to test its direction of effect (Ly, Strahm, Zhou, & Halvarsson, 2017). It would be interesting to know how men and women are influenced by social norms in a collectivistic Indian society.

This is one of the first's studies that measures Indian consumer behavioral intention toward ethical clothing focusing on Generation Y. Researchers interested in conducting studies on a similar topic with same target group are advised to collect a large sample for both the models so that the results are not seen as anecdotal. Additionally,

To further increase the scope of this research, it is advised to examine "hybrid consumer" purchase intentions towards ethical clothing as well. The hybrid consumer is an emerging segment of consumers who prefer to buy both premium and budget options and their consumption choices transcend product categories and different demographic groups as well (Ehrnrooth & Grönroos, 2013).

In the end, a hierarchical multiple regression analysis was conducted to determine the factors of purchase intention for model M1 and M2 in this study. A different method like Structural Equation Model (SEM), when applied to this research, may lead to different kind of results. One could only speculate that applying a different data analysis approach using this study data might be helpful in revealing causal relationships between variables in this study.

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Appendices

Appendix 1: All items used in the Survey

Items	Latent Variable
<i>Attitude towards Ethical Clothing</i>	
Purchasing ethical clothing is a good thing.	AEC Item 1
In general, I have a favorable attitude towards ethical clothing.	AEC Item 2
In general, my attitude towards ethical clothing is positive.	AEC Item 3
Purchasing ethical clothing is important.	AEC Item 4
<i>Descriptive Norm</i>	
A lot of people in my social network buy ethical clothing.	DN Item 1
Buying ethical clothing is popular.	DN Item 2
Purchasing ethical clothing has become a trend in my current location.	DN Item 3
<i>Injunctive Norm</i>	
People who influence my behavior expect me to buy ethical clothing.	IN Item 4
I think most people who are important to me expect me to purchase ethical clothing.	IN Item 5
I believe most people who influence my behavior purchase ethical clothing.	IN Item 6
I believe most people I know recommend the purchase of ethical clothing.	IN Item 7
<i>Price</i>	
I have the financial means to buy ethical clothing.	Price Item 1
I can afford to buy ethical clothing.	Price Item 2
I can buy ethical clothing whenever I want to.	Price Item 3
<i>Availability</i>	
Ethical clothing is easy to find.	Availability Item 1
Shops that sell ethical clothing are easy to find.	Availability Item 2
There are many shops in my area which sell ethical clothing.	Availability Item 3
<i>Self-Efficacy</i>	
By purchasing an item of ethical clothing, I could make a difference to the lives of producers and workers in developing countries.	SE Item 1
Purchasing ethical clothing enables me to help producers and workers in developing countries.	SE Item 2
By buying ethical clothing, I am helping reduce poverty among textile workers in developing countries.	SE Item 3
<i>Moral Obligation</i>	
I feel a moral obligation to buy ethical clothing.	MO Item 1
Buying ethical clothing conforms to my principles.	MO Item 2
I believe buying ethical clothing is the right thing to do.	MO Item 3
I feel like a better person when I buy ethical clothing.	MO Item 4
It is against my principles to buy non-ethical items of clothing.	MO Item 5
<i>Self-Identity</i>	
I think of myself as an ethical consumer.	IDE Item 1
I think of myself as someone who is concerned about ethical issues.	IDE Item 2
I think of myself as someone who is concerned about environmental issues.	IDE Item 3
I think of myself as someone who is concerned about ethical issues in apparel industry.	IDE Item 4
I think buying ethical clothing is an important part of who I am.	IDE Item 5

Concern for Welfare of Workers

I believe workers in apparel industry should be treated fairly.	CWW Item 1
I am concerned about welfare of the people who work in the textile industry.	CWW Item 2
I believe that the welfare of producers and workers in developing countries should be protected.	CWW Item 3
I strongly support the cause to improve the lives of producers and workers of ethical clothing in developing countries.	CWW Item 4
I believe workers in apparel industry should be given a fair living wage (salary).	CWW Item 5

Environmental Concern

When deciding whether or not to purchase a clothing item, I consider its environmental impact.	EC Item 1
When deciding whether or not to purchase a clothing item, I consider whether it is made of environmentally-friendly fabric.	EC Item 2
When deciding whether or not to purchase a clothing item, I consider whether it was made using manufacturing processes with less damage to the environment.	EC Item 3
It is important for me that we try to protect our environment for the future generations.	EC Item 4

Available Information on Ethical Clothing

I have enough information about ethical clothing and ethical clothing brands.	AIEC Item 1
I can easily access information about ethical clothing and ethical clothing brands whenever I want to.	AIEC Item 2
I believe available information about ethical clothing and ethical clothing brands are of good quality.	AIEC Item 3

Previous Experience with Ethical Clothing

I only have positive experience with ethical clothing.	PEEC Item 1
Ethical clothing I have purchased before is of good quality.	PEEC Item 2
I have never been disappointed with ethical clothing.	PEEC Item 3

Intention to purchase Ethical clothing

The likelihood that I will buy ethical clothing in the future is very high.	IPEC Item 1
I would seriously consider purchasing ethical clothing.	IPEC Item 2
I will prioritize ethical clothing when shopping.	IPEC Item 3
Whenever possible I would buy ethical clothing instead of non-ethical clothing.	IPEC Item 4
I would not hesitate to purchase ethical clothing.	IPEC Item 5

Intention to continue purchase Ethical clothing

The likelihood that I will continue buying ethical clothing is very high.	ICPEC Item1
I would seriously consider purchasing ethical clothing again.	ICPEC Item2
I will continue prioritizing ethical clothing when shopping.	ICPEC Item3
Whenever possible I would buy ethical clothing instead of non-ethical clothing.	ICPEC Item4
I would not hesitate to purchase ethical clothing again.	ICPEC Item5

Appendix 2: Data Analysis

Table 1
Ethical Consumption Behavior of Respondents(N=155)

Demographic Construct	Frequency	%
Knowledge of term "Ethical Clothing"		
Yes	70	45.2
No	85	54.8
Where heard the term "Ethical Clothing"		
Not Applicable	85	54.8
From a friend	9	5.8
Through a purchase experience with family	4	2.6
Through a purchase experience with friends	2	1.3
In a newspaper or magazine article	8	5.2
Online (Internet)	40	25.8
When I shopped in an Ethical clothing store	1	0.6
At TU Delft in Ethics in Technology Seminar	1	0.6
At a fashion show	1	0.6
At work	1	0.6
From the display of shops selling ethical clothing	1	0.6
From the current research	2	1.3
Look at origin of product		
Always	15	9.7
Often	34	21.9
Sometimes	65	41.9
Rarely	25	16.1
Never	16	10.3
Priority Concerning Ethical clothing production		
Safe and hygienic conditions for workers	30	19.4
Reduced impact on the environment	57	36.8
Efficient disposal of chemicals & waste in textile factories	25	16.1
No child labor is involved	26	16.8
No harm to animals	17	11.0
Ethical clothing vs. Non-ethical clothing -Willing to spend money		
I am willing to spend between 5% and 20% more	113	72.9
I am willing to spend between 20% and 50% more	33	21.3
I am willing to spend between 50% and 70% more	7	4.5
I am willing to spend between 70% and 100%	2	1.3
Money spend on clothing items yearly (in INR)		
1000 - 5000	19	12.3
5001 - 10,000	21	13.5
10,001 - 15,000	28	18.1
15,001 - 20,000	21	13.5
20,001 - 25,000	19	12.3
25,001 - 30,000	9	5.8
30,001 - 35,000	4	2.6
35,001 - 40,000	8	5.2
40,001 - 45,000	1	0.6
45,001 - 50,000	8	5.2

50,001 - 55,000	2	1.3
55,001 - 60,000	3	1.9
60,001 - 65,000	3	1.9
70,001 - 75,000	1	0.6
75,001 - 80,000	3	1.9
85,001 - 90,000	1	0.6
95,000 - 100,000	1	0.6
Above 100,001	3	1.9
Total	155	100

Table 2

Ethical Consumption Behavior of Respondents in Model M2 (N=84)

Demographic construct	Frequency	%
Knowledge of term "Ethical Clothing"		
Yes	53	63.1
No	31	36.9
Where heard the term "Ethical Clothing"		
Not Applicable	31	36.9
From a friend	7	8.3
Through a purchase experience with family	13	15.5
Through a purchase experience with friends	4	4.8
In a newspaper or magazine article	2	2.4
Online (Internet)	15	17.9
When I shopped in an Ethical clothing store	12	14.3
Average money spend on Ethical clothing yearly (in INR)		
1000 - 5000	43	51.2
5001 - 10,000	23	27.4
10,001 - 15,000	6	7.1
15,001 - 20,000	10	11.9
50,000	2	2.4
Ethical clothing types normally purchased		
A Saree	14	16.7
A Suit	17	20.2
A Tee-shirt	17	20.2
A pair of Jeans	7	8.3
A pair of Pants	3	3.6
A Shirt	13	15.5
A Dress	10	11.9
Kurta	1	1.2
Shoes	1	1.2
Belts not made of Leather	1	1.2
Last piece of Ethical clothing bought from		
Online stores	18	21.4
Specialized Ethical Clothing Shops	21	25.0

Public Street Markets	7	8.3
Shopping Malls	36	42.9
Friends	2	2.4
Price of that Last piece of Ethical clothing purchased (INR)		
300 - 700	15	17.9
701 - 1100	19	22.6
1101 - 1500	20	23.8
1501- 1900	23	27.4
2500	1	1.2
3000	2	2.4
3200	1	1.2
7000	1	1.2
9000	1	1.2
12000	1	1.2
Last piece of Ethical clothing purchased		
A Saree	13	15.5
A Suit	18	21.4
A Tee-Shirt	14	16.7
A pair of Jeans	5	6.0
A pair of Pants	5	6.0
A Shirt	16	19.0
A Dress	9	10.7
Kurta	1	1.2
Shoes	1	1.2
Kurta Pajama	1	1.2
A Jute belt	1	1.2
Look at origin of product		
Always	26	31.0
Often	16	19.0
Sometimes	29	34.5
Rarely	13	15.5
Never	0	0.0
Priority Concerning Ethical clothing production		
Safe and hygienic conditions for workers	20	23.8
Reduced impact on the environment	29	34.5
Efficient disposal of chemicals & waste in textile factories	12	14.3
No child labor is involved	13	15.5
No harm to animals	10	11.9
Ethical clothing vs. Non-ethical clothing -Willing to spend money		
I am willing to spend between 5% and 20% more	52	61.9
I am willing to spend between 5% and 20% more	19	22.6
I am willing to spend between 50% and 70% more	7	8.3
I am willing to spend between 70% and 100%	6	7.1
Total	84	100

Table 3

The KMO and Bartlett's Test (M1)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.833
Bartlett's Test of Sphericity	Approx. Chi-Square	4852.799
	df	1081
	Sig.	0.000

Table 4

The KMO and Bartlett's Test (M2)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.729
Bartlett's Test of Sphericity	Approx. Chi-Square	3394.283
	df	1225
	Sig.	0.000

Table 5
Factor Analysis of All Constructs with Varimax Rotation(M1)

Construct	Component									
	1	2	3	4	5	6	7	8	9	10
Attitude towards Ethical clothing										
Item 1				.767						
Item 2				.786						
Item 3				.828						
Item 4				.625						
Descriptive Norm										
Item 1	.467									
Item 2	.688									
Item 3	.704									
Injunctive Norm										
Item 1	.785									
Item 2	.799									
Item 3	.806									
Item 4	.756									
Availability										
Item 1							.734			
Item 2							.770			
Item 3							.784			
Price										
Item 1										.698
Item 2										.776
Item 3							.459			.431
Self-Efficacy										
Item 1						.746				
Item 2						.748				
Item 3						.775				
Moral Obligation										
Item 1					.445					
Item 2		.479		.416						
Item 3		.564		.459						
Item 4		.482								
Item 5					.581					
Self-Identity										
Item 1									**	
Item 2									.692	
Item 3									.665	
Item 4									.717	
Item 5					.502				.466	

**Concern for Welfare of
Workers**

Item 1	.592
Item 2	.684
Item 3	.849
Item 4	.787
Item 5	.856

Environmental Concern

Item 1		.780
Item 2		.712
Item 3	.431	.595
Item 4		**

**Available Information on
Ethical Clothing**

Item 1		.715
Item 2		.766
Item 3		.701

**Intention to Purchase Ethical
Clothing**

Item 1	.525
Item 2	.599
Item 3	.76
Item 4	.777
Item 5	.569

Note:

Extraction Method: Principal Component Analysis.

Item marked Red – Deleted from Scale

**Item did not load above .4 threshold.

Table 6
Factor Analysis of All Constructs with Varimax Rotation (M2)

Items	Component								
	1	2	3	4	5	6	7	8	9
Attitude towards Ethical clothing									
Item 1						.796			
Item 2						.862			
Item 3						.832			
Item 4						.551			
Descriptive Norm									
Item 1				.565					
Item 2				.653					
Item 3					.530				
Injunctive Norm									
Item 1					.745				
Item 2					.825				
Item 3					.738				
Item 4					.735				
Availability									
Item 1				.854					
Item 2				.737					
Item 3				.599					
Price									
Item 1									.801
Item 2									.595
Item 3				.530					
Self-Efficacy									
Item 1								.757	
Item 2								.788	
Item 3								.723	
Moral Obligation									
Item 1			.748						
Item 2			.761						
Item 3			.538						
Item 4			**						
Item 5			.508						
Self-Identity									
Item 1			**						
Item 2			.775						
Item 3			.555						
Item 4			.677						
Item 5			.534						

**Concern for the Welfare of
Workers**

Item 1	.705
Item 2	.834
Item 3	.847
Item 4	.827
Item 5	.836

Environmental Concern

Item 1	.679
Item 2	.809
Item 3	.807
Item 4	**

**Available Information on Ethical
Clothing**

Item 1	.666
Item 2	.630
Item 3	.668

**Previous Experience with Ethical
Clothing**

Item 1	.790
Item 2	.672
Item 3	.572

**Intention to Continue the
Purchase of Ethical Clothing**

Item 1	.621
Item 2	.596
Item 3	.767
Item 4	.765
Item 5	.567

Note:

Extraction Method: Principal Component Analysis.

Item marked Red – Deleted from Scale

**Item did not load above .4 threshold.

Table 7

Multicollinearity Result (M1)

Steps and Variables	Collinearity Statistics	
	Tolerance	VIF
Step 1		
(Constant)		
Attitude towards Ethical Clothing	0.94	1.07
Social Influence	0.73	1.37
Availability	0.71	1.40
Price	0.96	1.04
Step 2		
(Constant)		
Attitude towards Ethical Clothing	0.71	1.42
Social Influence	0.67	1.49
Availability	0.71	1.40
Price	0.88	1.13
Self-efficacy	0.72	1.39
Moral Obligation	0.63	1.59
Step 3		
(Constant)		
Attitude towards Ethical Clothing	0.65	1.53
Social Influence	0.57	1.76
Availability	0.61	1.63
Price	0.88	1.14
Self-efficacy	0.65	1.53
Moral Obligation	0.61	1.63
Concern Welfare of Workers	0.74	1.35
Available Information on Ethical Clothing	0.62	1.62

Table 8

Multicollinearity Result for Model M2

Steps and Variables	Collinearity Statistics	
	Tolerance	VIF
Step 1		
(Constant)		
Attitude towards Ethical Clothing	.94	1.06
Social Influence	.79	1.26
Price	.79	1.27
Availability	.70	1.43
Step 2		
(Constant)		
Attitude towards Ethical Clothing	.60	1.67
Social Influence	.64	1.57
Price	.72	1.38
Availability	.69	1.45
Moral Obligation	.61	1.65
Self-efficacy	.66	1.52
Step 3		
(Constant)		
Attitude towards Ethical Clothing	.54	1.86
Social Influence	.61	1.63
Price	.70	1.44
Availability	.58	1.74
Moral Obligation	.59	1.70
Self-efficacy	.62	1.62
Concern Welfare of Workers	.78	1.29
Previous Experience with Ethical Clothing	.57	1.74
Available Information on Ethical Clothing	.55	1.81

Appendix 3: Questionnaire Survey Flow

Block: Consent Form (1 Question)

Standard: Conditional Questions (7 Questions)

Branch: New Branch

If

If have you purchased an item of ethical clothing? Yes Is Selected

Block: General Questions - Survey 2 (8 Questions)

Block: Items on Attitude towards Ethical Consumption (1 Question)

Block: Items on Social Norms (1 Question)

Block: Items on Price and Availability (1 Question)

Block: Items on Self-Efficacy (1 Question)

Block: Items on Moral Obligation (1 Question)

Block: Items on Self-Identity (1 Question)

Block: Items on Concern for Welfare of Workers (1 Question)

Block: Items on Concern for Environment (1 Question)

Block: Items on Available Information about Ethical Clothing (1 Question)

Block: Items on Previous Experience with Ethical Clothing (1 Question)

Block: Items on Intention to Continue Purchasing Ethical Clothing (1 Question)

Block: Demographics (4 Questions)

End Survey:

Branch: New Branch

If

If have you purchased an item of ethical clothing? No Is Selected

Block: General Questions - Survey 1 (4 Questions)

Block: Items on Attitude towards Ethical Consumption (1 Question)

Block: Items on Social Norms (1 Question)

Block: Items on Price and Availability (1 Question)

Block: Items on Self-Efficacy (1 Question)

Block: Items on Moral Obligation (1 Question)

Block: Items on Self-Identity (1 Question)

Block: Items on Concern for Welfare of Workers (1 Question)

Block: Items on Concern for Environment (1 Question)

Block: Items on Available Information about Ethical Clothing (1 Question)

Block: Items on Intention to purchase Ethical Clothing (1 Question)

Block: Demographics (4 Questions)

End Survey:

Start of Block: Consent Form

Dear Participants,

Thank you for your willingness to participate in my research into Indian consumer's purchase behavior. This research is conducted as a requirement for obtaining a **Master of Science degree** in communication science at the **University of Twente, The Netherlands**. Participation in this survey will take approximately **5-8 minutes** of your time.

The findings of this survey will be used for research purposes only. This survey is about the decisions we all make as consumers. Your opinions are important for my research on your consumer behavior. There are no right or wrong responses. Whatever information you will supply to this survey will be held in utmost confidentiality and will be exclusively used for research purposes. Participation in this survey is voluntary and you can withdraw from the survey anytime without stating any reasons.

If you agree to the above conditions, click on "Continue" to start the survey. In case you have any question regarding the survey, you can contact me at:

Vishu Teotia

M.Sc. Communication Studies student at the University of Twente

v.teotia@student.utwente.nl

End of Block: Consent Form

Start of Block: Conditional Questions

Vishu Teotia

Q1. Do you live in India?

- Yes
- No

Skip To: End of Survey If Q1 = No

Q2. Do you have Indian nationality?

- Yes
- No

Skip To: End of Survey If Q2 = No

Q3. How old are you?

- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25
- 26
- 27
- 28
- 29
- 30
- 31
- 32
- 33
- 34
- 35

Q4. Have you ever heard of the term "ethical clothing" before?

- Yes
- No

Display This Question: If Q4 = No

Please read the definition of ethical clothing which is important to complete this survey.
Ethical clothing is defined as clothes which are:

- Made from manufacturing processes and technologies that are not harmful to the environment
- People working in these apparel industries have safe and good working conditions
- Workers are paid a sustainable living wage (salary)
- No child labor is involved in the making of ethical clothes
- The clothes are made of environment-friendly fabric

Display This Question: If Q4 = Yes

Q5. Where have you heard about "ethical clothing"? Please tick all that apply.

- Never heard of ethical clothing before
- From a friend
- Through a purchase experience with family
- Through a purchase experience with friends
- In a newspaper or magazine article
- Online (Internet)
- When I shopped in an Ethical clothing store
- Others (Please specify)

Q6. Have you purchased an item of ethical clothing?

- Yes
- No

End of Block: Conditional Questions

Start of Block: General Questions - Survey 2

S2_G1. On average, how much money (in INR) do you spend on the purchase of **ethical clothing** in one year?

- ₹1000 - ₹5000
- ₹5001 - ₹10,000
- ₹10,001 - ₹15,000
- ₹15,001 - ₹20,000
- Others (please specify)

S2_G2. What type of ethical piece of clothing do you normally purchase?

- A Saree
- A Suit
- A Tee-shirt
- A pair of Jeans
- A pair of Pants
- A Shirt
- A Dress
- Others (please specify)

S2_G3. Where did you buy your last piece of ethical clothing from?

- Online stores
- Specialized Ethical Clothing Shops
- Public Street Markets
- Shopping Malls
- Others (please specify)

S2_G4. How much money (in INR) have you paid for the purchase of that last piece of ethical clothing?

- ₹300 - ₹700
- ₹701 - ₹1100
- ₹1101 - ₹1500
- ₹1501- ₹1900
- Others (please specify)

S2_G5. What was that last piece of ethical clothing that you purchased?

- A Saree
- A Suit
- A Tee-Shirt
- A pair of Jeans
- A pair of Pants
- A Shirt
- A Dress
- Others (please specify)

S2_G6. Do you ever look at the clothing labels to see where the product originated from?

- Always
- Often
- Sometimes
- Rarely
- Never

S2_G7. For you, what is a priority concerning ethical clothing production?

- Safe and hygienic working conditions for workers
- Reduced impact on environment
- Efficient disposal of chemicals and waste water in textile factories
- No child labor is involved
- No harm to animals

S2_G8. How much more money are you willing to spend on an ethical item of clothing compared to the same non- ethical item of clothing?

- I am willing to spend between 5% and 20% more
- I am willing to spend between 20% and 50% more
- I am willing to spend between 50% and 70% more
- I am willing to spend between 70% and 100%

End of Block: General Questions - Survey 2

Start of Block: Items on Attitude towards Ethical Consumption

The following questions are about your attitude towards ethical clothing (AEC). Please check the circles that best describes your opinion.

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
Purchasing ethical clothing is a good thing. (AEC_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general, I have a favorable attitude towards ethical clothing. (AEC_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general, my attitude towards ethical clothing is positive. (AEC_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing ethical clothing is important. (AEC_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Items on Attitude towards Ethical Consumption

Start of Block: Items on Social Norms

The following questions are about the Social Norms (SN). Please check the circles that best describes your opinion.

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
A lot of people in my social network buy ethical clothing. (SN_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying ethical clothing is popular. (SN_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing ethical clothing has become a trend in my current location. (SN_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People who influence my behavior expect me to buy ethical clothing. (SN_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think most people who are important to me expect me to purchase ethical clothing. (SN_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe most people who influence my behavior purchase ethical clothing. (SN_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe most people I know recommend the purchase of ethical clothing. (SN_7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Items on Social Norms

Start of Block: Items on Price and Availability

The following questions are about the price and availability of ethical clothing. Please check the circles that best describes your opinion.

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
Ethical clothing is easy to find. (PA_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the financial means to buy ethical clothing. (PA_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shops that sell ethical clothing are easy to find. (PA_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can afford to buy ethical clothing. (PA_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can buy ethical clothing whenever I want to. (PA_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are many shops in my area which sell ethical clothing. (PA_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Items on Price and Availability

Start of Block: Items on Self-Efficacy

The following questions are about self-efficacy (SE). Please check the circles that best describes your opinion.

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
By purchasing an item of ethical clothing, I could make a difference to the lives of producers and workers in developing countries. (SE_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing ethical clothing enables me to help producers and workers in developing countries. (SE_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By buying ethical clothing, I am helping reduce poverty among textile workers in developing countries. (SE_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Items on Self-Efficacy

Start of Block: Items on Moral Obligation

The following questions are about the moral obligation towards ethical clothing (MO). Please check the circles that best describes your opinion.

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
I feel a moral obligation to buy ethical clothing. (MO_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying ethical clothing conforms to my principles. (MO_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe buying ethical clothing is the right thing to do. (MO_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like a better person when I buy ethical clothing. (MO_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is against my principles to buy non-ethical items of clothing. (MO_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Items on Moral Obligation

Start of Block: Items on Self-Identity

The following questions are about your self-identity (IDE). Please check the circles that best describes your opinion.

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
I think of myself as an ethical consumer. (IDE_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think of myself as someone who is concerned about ethical issues. (IDE_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think of myself as someone who is concerned about environmental issues. (IDE_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think of myself as someone who is concerned about ethical issues in apparel industry. (IDE_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think buying ethical clothing is an important part of who I am. (IDE_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Items on Self-Identity

Start of Block: Items on Concern for Welfare of Workers

The following questions are about the welfare of workers. Please check the circles that best describes your opinion.

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
I believe workers in apparel industry should be treated fairly. (CWW_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am concerned about welfare of the people who work in the textile industry. (CWW_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that the welfare of producers and workers in developing countries should be protected. (CWW_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I strongly support the cause to improve the lives of producers and workers of ethical clothing in developing countries. (CWW_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe workers in apparel industry should be given a fair living wage (salary). (CWW_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Items on Concern for Welfare of Workers

Start of Block: Items on Concern for Environment

The following questions concern the environment. Please check the circles that best describes your opinion.

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
When deciding whether or not to purchase a clothing item, I consider its environmental impact. (EC_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When deciding whether or not to purchase a clothing item, I consider whether it is made of environmentally-friendly fabric. (EC_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When deciding whether or not to purchase a clothing item, I consider whether it was made using manufacturing processes with less damage to the environment. (EC_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important for me that we try to protect our environment for the future generations. (EC_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Items on Concern for Environment

Start of Block: Items on Available Information about Ethical Clothing

The following questions are about available information on ethical clothing (AI). Please check the circles that best describes your opinion.

	Strongly Disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly Agree (5)
I have enough information about ethical clothing and ethical clothing brands. (AI_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can easily access information about ethical clothing and ethical clothing brands whenever I want to. (AI_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe available information about ethical clothing and ethical clothing brands are of good quality. (AI_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Items on Available Information about Ethical Clothing

Start of Block: Items on Previous Experience with Ethical Clothing

The following questions are about previous experience with ethical clothing (PE). Please check the circles that best describes your opinion.

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
I only have positive experience with ethical clothing. (PE_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ethical clothing I have purchased before is of good quality. (PE_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have never been disappointed with ethical clothing. (PE_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Items on Previous Experience with Ethical Clothing

Start of Block: Items on Intention to Continue Purchasing Ethical Clothing

The following questions are about your intention to continue purchasing ethical clothing (ICPEC). Please check the circles that best describes your opinion.

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
The likelihood that I will continue buying ethical clothing is very high. (ICPEC_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would seriously consider purchasing ethical clothing again. (ICPEC_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will continue prioritizing ethical clothing when shopping. (ICPEC_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whenever possible I would buy ethical clothing instead of non-ethical clothing. (ICPEC_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would not hesitate to purchase ethical clothing again. (ICPEC_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Items on Intention to Continue Purchasing Ethical Clothing

Start of Block: Demographics

D1. What is your gender?

- Male
- Female

D2. What is the highest degree or level of schooling you have received?

- Doctoral Degree (PhD)
- Master's Degree
- Bachelor's Degree
- Vocational Training / Diploma
- High School Graduate

D3. Which option best describes your current status?

- A homemaker
- A student
- Employed full-time
- Self-employed
- Unemployed

D4. Which state or union territory of India are you from?

- Andhra Pradesh
- Arunachal Pradesh
- Assam
- Bihar
- Chhattisgarh
- Goa
- Gujarat
- Haryana
- Himachal Pradesh
- Jammu & Kashmir
- Jharkhand
- Karnataka
- Kerala
- Madhya Pradesh
- Maharashtra
- Manipur
- Meghalaya
- Mizoram
- Nagaland
- Odisha
- Punjab
- Rajasthan
- Sikkim
- Tamil Nadu

- Telangana
- Tripura
- Uttarakhand
- Uttar Pradesh
- West Bengal
- Andaman & Nicobar Islands
- Chandigarh
- Dadra & Nagar Haveli
- Daman & Diu
- The Government of NCT of Delhi
- Lakshadweep
- Puducherry

End of Block: Demographics

Start of Block: General Questions - Survey 1

S1_G1. Do you ever look at the clothing labels to see where the product originated from?

- Always
- Often
- Sometimes
- Rarely
- Never

S1_G2 For you, what is a priority concerning ethical clothing production?

- Safe and hygienic conditions for workers
- Reduced impact on environment
- Efficient disposal of chemicals and waste water in textile factories
- No child labor is involved
- No harm to animals

S1_G3 How much more money are you willing to spend on an ethical item of clothing compared to the same non-ethical item of clothing?

- I am willing to spend between 5% and 20% more
- I am willing to spend between 20% and 50% more
- I am willing to spend between 50% and 70% more
- I am willing to spend between 70% and 100%

S1_G4 Generally speaking, how much money (in INR) do you spend on clothing items yearly?

- ₹1000 - ₹5000
- ₹5001 - ₹10,000
- ₹10,001 - ₹15,000
- ₹15,001 - ₹20,000
- ₹20,001 - ₹25,000

- ₹25,001 - ₹30,000
- ₹30,001 - ₹35,000
- ₹35,001 - ₹40,000
- ₹40,001 - ₹45,000
- ₹45,001 - ₹50,000
- ₹50,001 - ₹55,000
- ₹55,001 - ₹60,000
- ₹60,001 - ₹65,000
- ₹65,001 - ₹70,000
- ₹70,001 - ₹75,000
- ₹75,001 - ₹80,000
- ₹80,000 - ₹85,000
- ₹85,001 - ₹90,000
- ₹90,001 - ₹95,000
- ₹95,000 - ₹100,000
- Above ₹100,001

End of Block: General Questions - Survey 1

Start of Block: Items on Intention to purchase Ethical Clothing

The following questions are about your intention to purchase ethical clothing (IPEC). Please check the circles that best describes your opinion.

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
The likelihood that I will buy ethical clothing in the future is very high. (IPEC_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would seriously consider purchasing ethical clothing. (IPEC_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will prioritize ethical clothing when shopping. (IPEC_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whenever possible I would buy ethical clothing instead of non-ethical clothing. (IPEC_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would not hesitate to purchase ethical clothing. (IPEC_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Items on Intention to purchase Ethical Clothing

End of Survey