Doing Good While Looking Good: Consumer Perceptions of Sustainability in the Fashion Industry

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In the past several decades academics have paid considerable attention to sustainable processes in the management of the value chain, examining issues such as how the design process can be structured to minimize environmental depletion and by-product emission and the impact of fair trade and wages upon consumption. However, researchers are yet to understand exactly why people choose to consume in a sustainable fashion. Despite the fact that we are seeing a rise in sustainable manufacturing and sustainable processes, there has not been much effort in understanding how consumers perceive these offerings and what impediments might exist in their adoption (Newholm and Shaw, 2007; De Pelsmacker et. al, 2006, Crane, 2001; Shrum et. al, 1995). Sustainability remains ill-defined from consumer perspective. Understanding what it means for consumers has implications for the entire supply chain- from operations strategy to marketing strategy. The present study seeks to uncover the drivers of sustainable consumption and identify various types of sustainable consumers.

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110. What Are Consumers Afraid Of? Perceived Risk toward Environmentally Sustainable Consumption

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In this research, we investigate perceived risk in consumers’ decision making specifically related to environmentally sustainable products, considering the multi-dimensional nature of perceived risk. This research provides marketers with implications to promote the adoption of socially-desirable products and further enables the broader diffusion of such products in the marketplace.

111. Sustainable Luxury: Oxymoron or Pleonasm? How Scarcity and Ephemeralaty Affect Consumers’ Perceptions of Fit between Luxury and Sustainability

Catherine Janssen, Université Catholique de Louvain, Belgium
Joëlle Vanhamme, EDHEC Business School, France
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Sustainability may be key to luxury. Through a field experiment, we investigate the influence of two defining characteristics of luxury products—scarcity and ephemerality—on the perceived fit between luxury and sustainability, as well as how this perceived fit affects consumers’ attitudes toward luxury products.

112. Born Out There: The Discursive Creation of Harmony between Humans and Nature

Joachim Scholz, Queen’s University, Canada
Jay M. Handelman, Queen’s University, Canada

This paper analyzes how the myth of living in harmony with nature is discursively constructed via the representation of nature in ads. Differentiating between Arcadian and Dynamic images of nature, we explore the complexities of the harmony myth, and how this myth relates to divergent meanings of “sustainable consumption.”

113. Doing Good While Looking Good: Consumer Perceptions of Sustainability in the Fashion Industry

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Tonya Boone, College of William and Mary, USA

The present study uses the ZMET technique to examine consumers’ general perceptions about sustainably manufactured products and also focuses more specifically on consumer perceptions of sustainably manufactured fashion items.

114. The Greening of Consumers: An Assimilation-Contrast Perspective for Product Sustainability Labeling

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Despite an increase in consumers’ interest in sustainable products, few studies focus on disclosures of sustainability levels for consumer packaged goods. We find that the type and amount of sustainability information disclosed interacts with the sustainability levels in influencing product evaluations.