

The Impact of Ethical Fashion on Consumer Purchase Behavior: A Case Study of Youth in Kandy Urban Area.

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Ethical fashion means producing cloths under environmentally and socially beneficial way. Textile manufacturers tend to use environmentally and socially harmful methods. The research problem is not having a considerable awareness among Sri Lankans regarding these social and environmental effects. The objective of this study is to identify and analyze how the social and environmental factors influence consumers' ethical purchase decisions and it contributes to identify consumers' attitudes and to be aware about issues in the industry. Young textile consumers in Kandy urban area is the population of the study and using convenience sampling method 150 customers were extracted. A structured questionnaire with five-point Likert scale was used to collect data. There are two groups of independent variables as social and environmental aspects. Concern about sweatshops, knowledge about sweatshops, beliefs about the fashion industry in social aspect and support for socially responsible businesses are under social aspect and concern about eco-fashion, knowledge about eco-fashion, beliefs about the fashion industry in environmental aspect and support for environmental responsible businesses are under environmental aspect. The dependent variable is the textile purchasing behavior. Descriptive and inferential statistics were used in the data analysis. Analysis was done under multiple regression model under 0.05 significance level. The result revealed that consumers' concern about sweatshops, knowledge about sweatshops as well as support for environmentally responsible businesses are statistically significant, and have positive relationships with the textile purchasing behavior. Belief about fashion industry in social aspect does not have a positive impact with the purchasing behavior. Textile producing companies should improve quality of production methods to positively affected the consumers' textile purchasing behavior.

Keywords: Ethical fashion, Purchasing behavior, Textile, Youth