

**The effects of consumption value and ethical fashion consumption awareness  
on ethical fashion consumption behavior**

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In response to growing interests in environmentally sound and sustainable development, considerable research effort has done related in ethical fashion consumption to identifying ethical fashion consumer. However, limited attention has been given regarding psychological aspects of ethical fashion consumption. This study addresses the research gap by exploring relationship between consumption value and ethical fashion consumption by its category.

Firstly, this study investigates the effects of consumption value and ethical fashion consumption awareness through ethical fashion purchase intention. A three-part questionnaire was composed of consumption value (40-item) adapted from Koo et al. (2015), ethical fashion consumption awareness (5-item) adapted from Kim and Shin (2012), and ethical fashion purchase intention (5-item: ethically manufactured product purchase intention, fair trade product purchase intention, cause-related product purchase intention, local production product purchase intention, up-cycle product purchase intention) developed by researchers. Data were collected via a questionnaire from 70 students who are taking a course related to ethical consumption for pilot study. Further study will be done based on result of pilot study. An exploratory factor analysis was conducted to confirm the sub-factor. Multiple regression analysis and path analysis were conducted to verify the causal relationship of each factor.

The results we noted are as follows: First, community oriented value affects purchase intention in ethically manufactured product, fair trade product, cause-related product, up-cycle product. Ethical fashion consumption awareness influences on ethically manufactured product purchase intention. Second, community oriented value indirectly influenced ethically manufactured product purchase intention mediated by ethical fashion consumption awareness. Third, in cause-related products, the more the participants pursued community-oriented value, security-oriented value, and autonomy-oriented value, the greater purchase intention they had. On the other hand, the less they pursuit low-price oriented value, the greater purchase intentions they had. Fourth, in the up-cycled products, the more they pursue community-oriented value and others-oriented value, the greater purchase intentions they had. Contrary to results that ethical awareness is a prerequisite to ethical behavior(Lee & Noh, 2007), ethical fashion purchase intention was founded without mediation of ethical fashion consumption awareness.

Based on the result of first study, the following research questions guided the second study: What is the difference between ethical consumption and ethical fashion consumption? If not mediated by ethical fashion consumption awareness, what influences consumption behavior in cause-related product, and up-cycle product? How cause-related product and up-cycle product can be included in ethical fashion?

In second study, exploratory study was conducted to uncovering the research questions by exploring ethical fashion behavior among Korean fashion consumers through in-depth interviews. A total of 6 female participants who have deep interests in ethical fashion were recruited via a snowball sampling method. The interview results are as follows: first, this study found that participants' psychological responses towards fashion or non-fashion products in ethical consumption were found to be different. Participants refer to social responsibility in making contribution to society regarding ethical consumption in non-fashion product; while pressure and distrust were referred as major emotions they perceive through ethical fashion consumption. *Most ethical fashion items are ugly, but I feel like I have to buy that. Fur or leather items are adorable, but I feel like I have to lay it down and say that is unethical. (Jane, 38-year-old)*

Second, not ethical attributes but other fashion-related attributes influence in purchasing cause-related product and up-cycle product. Some participants appreciated the artistic uniqueness values of the up-cycled fashion products. In addition, celebrity endorser influence purchase cause-related product through highly elaborated donation campaigns.

*All the items at 'Re:code' are unique and special. And it's ethical. I wear it simply as it is pretty, and then people come to me and say I am an ethical consumer. (Miranda, 35-year-old)*

*I found it pretty as in the celebrity pictures posted on Instagram. Later I found out it was from the Unicef. Frankly, I always have felt guilty spending too much on fashion, but making donations made me feel better. (Anne, 37-year-old)*

Third, participants tend to have ambivalent attitudes whether cause-related product, and up-cycle product could be included in ethical fashion consumption or not.

*They are not totally ethical in their manufacturing process, but they do share what they earned from the people like me and distribute them to the unfortunate. I think this is also important part of ethical consumption in broader terms. (Jane, 38-year-old)*

*There are some people who are not that conscious about the consumer ethics. They just purchase clothing because it is pretty or trendy. Can you say those people ethical? (Cecil, 29-year-old)*

The findings confirm that not only ethical consumption awareness but also psychological aspects such as consumption values affect ethical fashion consumption behavior. Ethical fashion consumption behavior was also found to be denied when ethical fashion products could not meet their ideal image expectations; in addition, fashion-related attributes play important role in purchasing than ethical attributes. Further studies with cognition and personality-based approach are necessary to understand better about ethical fashion consumption behavior and to establish a mature citizenship to internalize the importance of ethical fashion productions and consumption.

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