

Creating Awareness among Consumers on Purchase of Sustainable Textile Products in Pakistan

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ABSTRACT

Aim of the Study: The aim of the study to assess the impact of knowledge on consumer willingness to purchase (WTP) sustainable clothing. For this purpose, firstly the study design to explore the association between consumer environmental concern (CEC), awareness (CA), involvement (CI), and willingness to purchase (WTP) sustainable clothing and secondly determine the effect of consumer awareness on willingness to purchase ecofriendly clothing.

Methodology: The research design based on true experiment with pre and post questionnaire followed by power point presentation as an intervention tool for 30 minutes. A sample of N=365 consumers with the age range of 16-35 were selected through simple random sampling technique.

Results: Results indicated that positive correlation exist among all variables. As well as result of paired sample t test also revealed that intervention tool had increased the awareness regarding sustainable clothing among consumers which enhance their involvement in WTP sustainable clothing.

Conclusion: The important contribution of this research study to ecofriendly textiles and sustainable clothing market was that it included three factors of consumer purchase decision which impact on WTP sustainable clothing. These are significant determinants for garment manufacturers which may effect on consumer buying decision regarding sustainable apparels. This study is important to fast fashion retailers, marketers, environmental campaigners, charitable organizations and public policy makers.

Keywords: Sustainable Clothing, Consumer, Consumer Environmental Concern, Awareness, Involvement.

Introduction

With each passing day as globally, the inhabitants are getting revolutionized, there is a hype in expansion and inflation which is unable to let a large number of people fulfil their essentialities. The occupants of the globe are quite accustomed to be subjected towards the use of natural resources without considering the fact that they are always limited and hold their own repercussions. Upon continuous efforts of considering their offshoot, relatively new term of sustainability is being introduced which has the main

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agenda of preserving the natural resources (Jie et al., 2023). Regarding these conditions, the analysts are drawing their attentions to the target about conversions of unsustainability to sustainability and its after effects. Pakistan being an oracle of textile and garment, has a very major impact of unendurable consumption of clothing. Therefore, the academicals are showing great interest here as the field has massive use of clothing. By pondering upon the same point, this current research is made to acquire information regarding the present knowledge about sustainability in the general consumer population of Pakistan.

As in latter-day, the proliferation has resulted upon the creation of interest in the public that has generated the awareness about the deliberation of sustainability and its effects (Abbate 2023; Maguire & Fahy 2022). This has led to open the doors of availability to sustainable clothing in the market. Currently the textile industry is fully focused upon the production of materials that are enhancing the concept of sustainability by working on the materials that are ecological, bio degradable and environmentally friendly. The working process is becoming healthier and the driving motive is reduced, reuse and recycle (Global Organic Textile Standard, 2010). The corporations are incorporating various trends to address the issues of sustainability that are affecting the nature. Several companies have been juddered that work upon following the standards and systems (Knowles 2014). Sustainable clothing are the unceasing and green materials that are obtained from the natural resources. Some of the common examples are viable cotton, soy and hemp or bamboo. Swiss company "Bluesign" and the world-renowned company Nike has announced a strategic partnership that endures the supply of sustainable chemicals and products used in business. As per the report of Öko-Tex 100 Standard, 2014, the company is providing with the 100 certifications for manufacturers of sustainable textiles. These standards ensure the process of production under the safe and healthy ways of working that are environmentally friendly (Öko-Tex 100 Standard, 2014).

Pakistan under the critical need of conversion towards this act has taken considerate measures in order to stimulate the production of viable clothing products in Pakistan. Different actions have been taken in the regard of sustainability in Pakistan. An institute of Sustainable Development Policy Institute (SDPI) has been functional to working since August 1992. It is formulated under the recommendation of Pakistan National Conservation Strategy (NCS) as the nonprofit organization. Under the registration of Company Registration Act; XXI from 1960 the SDPI is completely registered. The German Academy for International Cooperation (GIZ) has incorporated with All Pakistan Textile Mills (APTMA) for the production of sustainable production centers to promote the idea of conservation of energy (All Pakistan Textile Mills Association 2012). Saif group has initiated the idea of Green Fuels (Private) Limited (GFPL) established in 2006. These are a large group of textile exporters in Pakistan. They have inquired about provision of different energies and resources such as biofuels and biodiesels and their effect (Green Textile Associates, 2008). Different areas are working under the sustainability terms of The Plus Quetta Group; Yarns, fabrics, leather, clothing, shoes, socks, confectionery, and gelatin and power generation are notable advancements in textile development (Quetta Textiles Limited, 2008). Sustainability has its impact under three main realms, economy, ecology and social justice. The produced study is resulted to be helpful in developing strategical understandings about advertisement on industrial and governmental levels.

Considering the above given information, Pakistan has a wider source of interest to inscribe economic, environmental and social issues by the promotion of sustainable textiles. The studies giving the exploration of viable and eco friendly textiles is upto some extent limited in Pakistan. Therefore, the experts of this field such as garment manufacturers and designers in textile industries are not getting the clear cut idea of what the people need and what are the expectations about their demands. This unclear understanding is majorly regarding the local markets and the emerging trends of the ecological clothing due to which they are unable to meet the demands of the public. The need of the hour is to produce awareness among consumers about sustainability (Sadiq et al., 2021; Harris et al., 2015).

LOOPTEX and Mogh Limited were the parent companies to run Shubinak which was the first sustainable clothing brand that gives hype to different elements of Chitral women. The project of this company was started in 1999 which was supported by the Swiss Agency for Development Corporation and AKRSP. LOOPTEX is a certified company that aims to provide fashion related accessories locally and internationally. It redistributes manufacturings and desings in garment sector (Shubinak 2014).

The statement of Cervellon et al. (2012) depicts that the unenlightment of factors regarding sustainability is just not upto the level of population but it exceeds to the industrial level. The two terms of environmental impact and safety feedback are discussed often but under the different contexts of specificities. As by the assertion of Lin (2010), the certain way to affirm the increase in the interest of consumers about sustainability is to ensure the presence of sustainable clothing in the consumers reach. The significant role lies upon companies to be responsible for the encouragement of population towards sustainable strategies (Mandarić et al., 2022; Tevel, 2013).

With the central evolution of knowledge, the population is becoming more concerned about environment and their issues. They are acquiring familiarity with the terms of sustainability and its impacts. They are now stipulating eco friendly clothing and their demands are now being prioritize by the companies (Hu 2012). The firms are subjected to be fully updated about the current issues and to maintain their namesake as it is very important to make decisions by the consumer under right choices (Hasbullah et al., 2022; Sadiq et al., 2021). Approximately 700 textile units account for 58% of the total Exports of Pakistan but there is a bitter reality to the subject i.e. power shortage. Small hiccups may not be able to solve the power fixes that is why use of renewable energy sources have in increased in the textile sector of Pakistan. Consumer nowadays are eco-conscious and aware of the environmental threat posed by the industrial sector of Pakistan, therefore choose products which are environment friendly. Many processes in Textiles involve the use of harmful and toxilological substances. On the other hand organizations such WTO have come up front and demand sustainable production in order to meet environment friendly and safety standards. The main threat that the chemicals pose on the environment is the water pollution due to discharge of untreated effluent. Thus, it is crucial to know how much consumers are aware of the sustainable textile products and ethical & environmental concerns. It is mandatory to increase the range of knowledge among the consumers for keeping the graph low about the aftersakes of the happenings regarding the ethical issues of textile and clothing industry industry (Wei et al., 2018; Shen et al., 2014; Niinimaki, 2010). Different strategies can be adopted such as detailed marketing for the consumer by the unrestrained fashion enthusiasts to acknowledge the consumers to be attracted towards the sustainable product that is freshly launched in the market (Shen et al., 2014). Pakistan has with its rich textile sector has become one of the leading polluters with discharge of synthetic dyes and other highly toxic chemicals in water as effluents. The import of dyes only has increased from 12.9 billion to 13.4 billion and is still increasing. The energy crisis in Pakistan has also hampered the performance of the textile sector affecting the output in terms of effective resource utilization and economic sustainability. The social aspect is driven by the adverse working conditions in which workers have to work, causing health problem. Therefore, the need to promote sustainable textiles stands. Study of consumer behaviour towards sustainable Textile Product (Clothing) will help manufacturers to outline a sustainable development plan and reduce the environment, social, economic impact of textile industry. Therefore, the research questions were, Is there an impact of knowledge about CA on sustainable WTP textile products? For obtaining the acquired knowledge, the planning is formulated for these goals.

Research Objectives

- To find out whether there is likely to be a significant relationship exist between Consumer Concern for Environment, Consumer Awareness, Consumer Involvement, and Willingness to Purchase Sustainable Clothing.

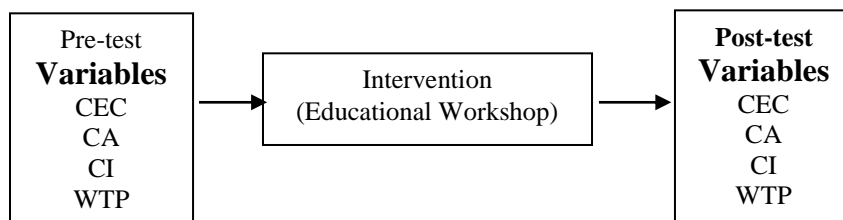
- To find out whether there is likely to be an impact of knowledge on Consumer Concern for Environment, Consumer Awareness, Consumer Involvement in Willingness to Purchase Sustainable Clothing.

Research Hypotheses

- It is less likely to be a significant relationship exists among the Consumer Concern for Environment and Consumer Willingness to Purchase Sustainable Clothing.
- It is less likely to be a significant relationship exists among the Consumer Awareness and Consumer Willingness to Purchase Sustainable Clothing.
- It is less likely to be a significant relationship exists among the Consumer Involvement and Consumer Willingness to Purchase Sustainable Clothing.
- It is less likely to be a significant impact of Consumer Awareness in enhancing Consumer Willingness to Purchase Sustainable Clothing.

Theoretical Framework

Figure 1: Theoretical frame work of the study



As shown in the above figure 1, the Pre-test post-test survey design was conducted followed by an educational workshop; PowerPoint presentation. This educational workshop was implemented as a treatment which was given to the research participant, which increased their knowledge about sustainable clothing. The developed questionnaire was distributed to the research participants (university students) selected randomly from different universities in Lahore. Main objective of Pre-test Post Test survey design was that to increase the level of knowledge about sustainable clothing by implementing informative educational work which was used as an intervention to create awareness among consumers, which automatically influence on their attitudes towards purchasing of sustainable garments.

Method

Research Design

This study based on experimental study with pre and post-test followed by an educational workshop used as an intervention. In this regard four variables CEC, CA, CI were identified to measure the consumer buying behavior towards sustainable textiles products. According to Frankel & Wallen (2010), population may be a cluster of interest to the scientist to whom he would really like to generalize the results of his study. They continually share a standard set of characteristics. Previous research work indicates positive affinity in youth for shopping for clothing/apparel and therefore the population of this research study comprises of youth of age. Since the research had intervention as treatment therefore youth in universities accounted for the population. Quantitative researchers do not gather information from the whole population. Research projects usually have time and money limitations. If a sample is well selected, the results can be generalized to entire population. Thus, sampling is time and resource efficient. A simple random sampling technique is used to select a truly representative sample from the population. According to Frankel & Wallen (2010) a simple random sample is one within which every and each member of the population has associate freelance probability of being selected. If the sample is massive this technique is that the best to get a sample of the population of interest. The sample was comprised of N=365

participants with 16-35 years of age were randomly selected from Lahore College for Women University, Lahore (LCWU), Pakistan. COMSATS University, Lahore Campus, Pakistan. University of the Punjab (PU), Lahore Campus, Pakistan and University of Home Economics (UHE), Lahore, Pakistan. For collecting data structured questionnaire was developed to measure opinions of the participants at 5-point Likert scale. According to the Frankel and Wallen (2010), to develop the closed ended questions the researcher should consider the following points; the question should be unambiguous, Question should be to the point and short, using simple language, avoid double barreled and leading questions.

The Questionnaire composed of V sections. Section I, II, III and IV consisted of statements which measure the constructs of consumer buying behavior at 5-point Likert Scale; 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree, whereas section VI comprised of demographics. Pilot study was conducted to determine its validity and reliability.

The independent variables in this study were the CEC, CA, CI and dependent variables were WTP sustainable clothing, whereas control variables were the demographics in this study.

Instrument Validity and Reliability

Validity may be defined because the extent to that associate instrument lives what it's speculated to measure. According to Frankel and Wallen (2010) face validity is less reliable because it is a superficial review of the questionnaire items by the common persons to get the view about the questionnaire (Fraenkel & Wallen 2010). In this context, the researcher has affirmed the face validity of the structured questionnaire was filled up by the two common individuals at LCWU to get the review and opinion of them about the questionnaire. Content validity can be defined as how appropriate the items of the structured questionnaire to its subject matter. In order to affirm the content validity of the structured questionnaire and power point presentation, content of each were carefully reviewed by the panel of experts in this field. Criterion validity how well an instrument stacks up against other or predictor? Construct validity, the most reliable form of all, is it is used to assess how meaningful the developed instrument is? In this study several measurements have been used to affirm the validity by the panel of expert, they reviewed the content of the instruments to ensure that the developed instrument truly measuring the research objective. Before administering the questionnaire to the actual population, it was tested. Pre and post structured questionnaire were administered to the sample of 10 followed by the educational workshop for 20 minutes. After that the structured questionnaire was modified under the supervision of panel of experts in the light of pilot study results.

According to Gay & Airasian (2000) the instrument reliability is important; a score of 0.7 or higher is considering satisfactory (Fraenkel & Wallen 2010). In this study, to find out the reliability of the research instrument which is the questionnaire pilot study was conducted, pre and post research design was used, follow by the treatment of learning workshop. The developed questionnaire was administered twice before and after the workshop which is the 20 min power point presentation on sustainable clothing to the group of 10 participants randomly. Then pre and post questionnaire was collected and analyze using the SPSS software version 15. Cronbach's alpha was administered to determine the instrumental reliability.

For section I, CEC, computed alpha levels were 0.7601 for pre-test, and 0.7531for post-test. Section II which calculated the CA, alpha levels was 0.821 for pre-test, and 0.603 for post-test. Section III, CI, computed alpha level of 0.629 (pre-test) and 0.378 (post-test) which is low, this may be due to many reasons, like few participants answered the question properly or it is also possible some participants did not understand the language of the question (Franken & Wallen 2010). Section IV, willingness to purchase, alpha levels were 0.754 for pre-test and 0.673 for post-test.

Development of Educational Workshop

In this pre-test and post-test survey design an Educational Workshop was used as an intervention, composed of a power point presentation. The main goal of developing this tool was to enhance the knowledge of the participants on the sustainability issue in the textile and clothing industry. Power point

presentation provided the sufficient information on the topics such as sustainability, sustainable practices at raw material stage as well as at the manufacturing stage of the textile products (clothing), different sustainable techniques used in fashion world, eco-labels and fashion Goods developed in Pakistan, promoting sustainable clothing. After the pre-test students received the treatment i.e. power point presentation for 30 minutes, post-test structured questionnaire was re-administered to the same students to check the effectiveness of the workshop in terms of increasing consumer level of knowledge related to sustainable clothing.

Procedure

Pre-test Post-test questionnaire survey was administered randomly to the four educational Universities in Lahore, Pakistan, such as Lahore College for Women University, Lahore (LCWU), COMSATS University, Punjab University (PU), University of Home Economics (UHE). Firstly, the pre-test questionnaires were administered to the students, on completion of the questionnaire the participants were requested to participate in the 30 minutes workshop, after that same questionnaires were readministered to the same participants. Total 800 questionnaires included both pre and post-test were distributed among the participants at different timings and days. 765 completed questionnaires were returned. Total N=365 students participate in the study. The rest 70 were incomplete and damaged that's why not included into the study. 200 Questionnaires were distributed into each educational institutions including both pre-test and post-test. Table 1 gave a brief overview of the numbers of respondents who participate in the study from the four educational institutions.

Table 1: *Participants Statistics*

Sr. No	Name of the Educational Universities	Number of Participants
1	LCWU	92
2	COMSATS	89
3	PU	91
4	UHE	93
	Total	365

Result and Discussion

The total response rate was 91.25%. Majority of the respondents were feminine with the share of 67% overall, whereas the male respondents were 121, that is 33% of the entire sample population. The legal status includes single and married choices, it showed that majority of the respondents were unmarried as 91.5%. The age of the participants ranged between 26-40 years. Mostly, respondents were belonging to the 26 years of age group i.e., 307. All participants were well educate holding different degrees from Diploma to Doctorate level and financially stable.

Table 2: *Demographics statistics*

Variable	f (%)
Gender	
Male	121(33.2)
Female	244(66.8)
Marital Status	
Single	334(91.5)
Married	31(8.5)
Age (years)	
< 26	307(84.1)
26-40	56(15.3)
>40	2(0.5)
Education Status	
Diploma	99(27.1)

Bachelors	142(38.9)
Masters	93(25.5)
Doctorate	31(8.5)
Income (Rs)	
10,000-35,000	57(15.6)
35,001-50,000	96(26.3)
50, 001-100,000	150(41.1)
>100,001	62(17)

Reliability Analysis

Table 3 showed the reliability of all items both pre and post-test. Cronbach's alpha was administered to find out internal consistency reliability of items.

Table 3: *Reliability Analysis*

Item Scale	Cronbach's Alpha
CEC: Pre-test	0.672
CEC: Post-test	0.622
CA: Pre-test	0.726
CA: Post-test	0.701
CI: Pre-test	0.675
CI: Post-test	0.621
WTP: Pre-test	0.750
WTP: Post-test	0.740

Descriptive Statistics

Descriptive statistics showed scores of pre and post-test of all questions as shown in the table 4 below.

Table 4: *Frequency Distribution Table of Pre-test of CEC*

Sr. No.	ITEMS	SA (f)	DA (f)	N (f)	A (f)	SA (f)
1.	I think of myself as someone who is care for the environment	10(2.7)	20(5.5)	112(30.7)	173(47.4)	50(13.7)
2.	When buying clothing, I consider its impact on the environment.	20(5.5)	85(23.3)	93(25.5)	126(34.5)	41(11.2)
3.	When purchasing clothing, I think it will be made with Ecofriendly fabric.	67(18.4)	125(34.2)	113(31)	49(13.4)	11(3)
4.	While buying clothing labeled with Eco-labels, I feel appreciative to buy it.	34(9.3)	88(24.1)	142(38.9)	77(21.1)	23(6.3)
5.	My buying choices related with the aspect of Eco friendliness	16(4.4)	58(15.9)	124(34)	129(35.3)	38(10.4)

As shown in the above table 4, it was observed that 47.4 % and 34.5 % of the respondents were mostly agreed with the concept of sustainable environment especially when purchasing it. But it was observed that the trend was reversed as mostly respondents disagree (34.2%) about process and material used in making ecofriendly fabric. Moreover, participants had neutral opinion with buying of clothing with Eco Labels and 35.3 % of participants agreed with Eco friendliness buying decisions.

Table 5: Pre-test Frequency Distribution Table of CA

Sr. No.	ITEMS	SA (f)	DA (f)	N (f)	A (f)	SA (f)
6.	Sustainable clothing made from natural materials	17(4.7)	67(18.4)	138(37.8)	114(31.2)	29(7.9)
7.	Sustainable clothing leads towards a sustainable future.	18(4.9)	54(14.8)	131(35.9)	127(34.8)	34(9.3)
8.	Sustainable clothing more durable than conventional clothing.	22(6.0)	54(14.8)	141(38.6)	118(32.3)	30(8.2)
9.	Sustainable clothing is good for my health as it made from natural resources without use of any chemicals.	19(5.2)	63(17.3)	100(27.4)	130(35.6)	53(14.5)
10.	When I think of ecofriendly garments many fashion brands come into to my mind.	26(7.1)	65(17.8)	123(33.7)	106(29.0)	45(12.3)
11.	Information regarding sustainable clothing is readily available on the social media and internet websites.	28(7.7)	83(22.7)	82(22.5)	117(32.1)	55(15.1)

As results showed that (Table 5) mostly respondents had neutral opinion regarding information about sustainable clothing, materials, processes and its brands. While 35.6% respondents were well aware of health problems caused by synthetic clothing that's why they agreed to buy sustainable garments which they considered better for health. Awareness on sustainable brands were showed that 33.7% of the respondents were unaware.

Table 6: Frequency Distribution Table for Pre-test of CI

Sr. No.	ITEMS	SA (f)	DA (f)	N (f)	A (f)	SA (f)
12.	Ecofriendly practices in clothing industry are of great concern for me	7(1.8)	66(17.8)	179(49.3)	99(27.3)	14(3.8)
13.	Environmental impact of manufacturing textile products is important to me	9(2.7)	68(18.2)	116(32.3)	136(37.3)	36(9.5)
14.	Ecofriendly garments are more expensive than Conventional Clothing	13(3.8)	61(16.6)	132(36.4)	123(33.5)	36(9.7)
15.	Sustainable clothing is easily available in the market	30(8.3)	89(24.2)	134(37.0)	91(24.7)	21(5.8)
16.	Ecofriendly clothing is easily available in different styles and colors	33(9.2)	73(19.7)	92(25.3)	127(35.1)	40(10.07)

As above table 4.6 showed that in the case of consumer involvement in purchasing sustainable clothing, mostly respondents had neutral opinion about it. Consumers were taking less interest in its availability or either manufacturing developing clothing using sustainable strategies.

Table 7: Pre-test Frequency Distribution Table for Consumer WTP

Sr. No.	ITEMS	SA (f)	DA (f)	N (f)	A (f)	SA (f)
17.	In general, buying recycled clothing is important to me.	15(4.1)	71(19.5)	139(38.1)	108(29.6)	32(8.8)
18.	The next time when I go for shopping, I will be buying an item which is environment friendly	15(4.1)	43(11.8)	108(29.6)	129(35.3)	70(19.2)
19.	I always look on information label when I purchase clothing item	13(3.6)	62(17.0)	111(30.4)	115(31.5)	64(17.5)
20.	I will prefer to buy sustainable products	19(5.2)	112(30.7)	137(37.5)	78(21.4)	19(5.2)
21.	When made shopping decision, ecofriendly concept is most important factor	23(6.3)	67(18.4)	146(40.0)	104(28.5)	25(6.8)
22.	I prefer to purchase sustainable garment due its high availability	35(9.6)	88(24.1)	146(40.0)	78(21.4)	18(4.9)
23	I always inspire other people to purchase sustainable clothing	25(6.8)	88(24.1)	143(39.2)	89(24.4)	20(5.5)

The above table 7 indicated that mostly respondents had neutral opinion about their willingness to purchase sustainable clothing.

Hypothesis Testing

Correlation Analysis

Table 8: Correlation Matrix

Sr No.	Variables	1	2	3	4
1.	CEC	1			
2.	CA	0.412**	1		
3.	CI	0.440**	0.634**	1	
4.	WTP	0.431**	0.591**	0.670**	1

** $p < 0.01$

As above table 8 summarizes the results of the correlation analysis for the first test that determines the relationship between CEC, CA, CI and WTP using Cronbach alpha. As the results showed that there is a moderate positive relationship between CEC and WTP as $r=0.431^{**}$. So, the null hypothesis has been rejecting and accepting the alternate hypothesis. In a study, Ha-Brookshire & Norum (2011) found that environmental consumers showed high concern when buying organic clothing. Moreover, Brosdahl & Carpenter (2010) found that knowledge about the production of textiles and clothing affects environmental concerns, which in turn leads to eco-friendly consumption patterns. Later Gam (2011) also found that ecofriendly concern has a positive effect on WTP sustainable clothing. Moreover, the correlation matrix indicated that a moderate positive correlation ($r = 0.591^{**}$) exist between CA and WTP sustainable clothing therefore rejecting the null hypothesis i.e., there is no relationship exist between CA and WTP sustainable clothing and accepting that there is an association present among the CA and WTP. Tevel (2013) found the same relationship between CA and WTP sustainable clothing.

Moreover, Aajaz & Ibrahim (2010), determines the same relationship between Knowledge about practices and its ecofriendly impact will increased the consumer interest towards buying organic textiles. Consumer priority ultimately lead to WTP sustainable textile products (Jung et al., 2020; Hur & Cassidy, 2019).

The correlation matrix also indicated that CI had a high positive correlation ($r = 0.670^{**}$) with WTP sustainable clothing therefore rejecting the null hypothesis i.e., there is no relationship exist between CI and WTP sustainable clothing and accepting the alternate hypothesis, that is there is an association among CI with WTP towards sustainable apparels. Ha-Brookshire & Norum (2011) also determined the same relationship among the CI and WTP socially responsible textiles products. So, finally it was concluded that all variables have positive effect on consumer WTP sustainable clothing.

Paired Sample t-test

Paired sample t-test was used to find out the effectiveness of treatment on dependent variables. As shown in the table 9 below the results showed that there is It was found that there is a substantial difference in results of pre-test and post-test.

Table 9: Paired Sample t-test Statistics

Variables	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Pre- CEC	15.6742	365	3.05189	0.15996
Post- CEC	20.2912	365	2.46358	0.12913
Pair 2 Pre-CA	19.5262	365	4.09031	0.21469
Post-CA	24.8264	365	2.69441	0.14142
Pair 3 Pre-CI	19.0441	365	3.86345	0.20278
Post-CI	24.6419	365	2.93269	0.15393
Pair 4 Pre-WTP	22.0301	365	4.47909	0.23445
Post-WTP	28.5589	365	3.35532	0.17563

Table 10: Paired Sampled t-Test

Pair	Mean	Std. Deviation	Std. Error Mean	95% Interval Difference Upper	Confidence of the Lower	t	df	Sig. (2-tailed)
1 PreCEC-PostCEC	4.71703	3.04233	0.15946	5.03062	4.40345	29.581	363	0.000
2 PreCA-PostCA	5.30028	3.60105	0.18901	5.67196	4.92859	28.043	362	0.000
3 PreCI-PostCI	5.59780	3.83617	0.20135	5.99375	5.20184	27.802	362	0.000
4 PreWTP-PostWTP	6.52877	4.40683	0.23066	6.98237	6.07517	28.304	364	0.000

The above table 9 showed that result indicated that intervention has a significant effect on CEC, CA, CI and WTP. As Young et al. (2010) found that enhancement of and clear understanding of the sustainability idea will encourage the consumer to act as more socially responsible person. Similarly, Brosdahl & Carpenter (2010) observed that increased awareness about sustainable approaches strengthen the

environmental consumers concepts which ultimately leads towards the sustainable consumption practices. Hill & Lee (2012) also found that by increasing awareness about antagonistic effect of garment industry purchasing of sustainable apparels has been increased. Moreover, Şener (2013) also found that intervention tool has effect on the consumer awareness towards sustainable clothing which ultimately contributes sustainable future. Similarly, Wang (2011) observed that consumer awareness is essential for enhancing consumer knowledge about ethical fashion. So, it was concluded that creating awareness among consumers about sustainable clothing ultimately, increased their willingness to purchase sustainable clothing

Conclusion

The important contribution of this research study to ecofriendly textiles and sustainable clothing market was that it included three factors of consumer purchase decision which impact on WTP sustainable clothing. These are significant determinants for garment manufacturers which may effect on consumer buying decision regarding sustainable apparels. As result indicated that positive association present among the CEC, CA, CI with WTP sustainable clothing. As well as study also focused on that the consumers lack the knowledge of sustainability practices in textile industry and they are less interested in purchasing ecofriendly clothing. Moreover, the study also highlight that the average consumer could not make responsible judgment towards sustainable clothing. This study also focused on awareness regarding sustainability issues in textiles, educating respondents through intervention tool, increasing the knowledge among consumers about sustainability products, materials and processes; which ultimately led to the consumer involvement to purchase sustainable clothing. So, this study has evidenced by creating awareness regarding sustainable practices in textiles their buying behavior towards them can be improved.

Suggestions and Future Recommendations

It is suggested that other methods of experimental study can be used to educate the consumers about sustainable apparels together with magazines advertisements, posters show, seminars, conferences, newspaper article, and educational article. furthermore, other researches can also be focused on the function of the social media consisting of social networking web sites, internet weblog, face book and twitter in creating recognition amongst customers in addition to in promoting sustainable apparel trends. Moreover, researchers should also discover the role of NGO's in selling sustainable textiles and clothing. Comparative research needs to be conducted between the foremost and non-primary college students of textiles and clothing. It was also recommended that role of teachers (textiles and clothing) in promoting sustainability knowledge can also be investigated.

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Conflict of Interest


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