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Consumers' attitude on sustainable, locally produced fashion

Bachelor Thesis MST

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Abstract

The fashion industry's environmental impact is extremely high. The globalisation of the fashion industry requires moving the products from production in low-labour-cost countries to consumers in Europe and America with the consequences of environmental pollution of transportation. One strategy to reduce the environmental impact would be producing clothes locally. By producing in the Netherlands, carbon dioxide emission will be reduced and production will become more transparent. Additionally, producing locally will ensure having access to a safe source of qualified labour. Local production may also satisfy the need to enjoy diverse fashion and immerse consumers in their local identity, as opposed to global trends, which lead to identical fashion across countries and regions. The initiative of sustainable, locally produced fashion will not contribute to a better environment as long as the consumer does not want to buy sustainable, locally produced fashion. This means producers depend on consumers. Accordingly, the aim of this study was to research consumers' attitude towards sustainable, locally produced clothes and if this attitude led to purchase intentions. A two (sustainable/conventional) by two (local production/global production) design was set up in the form of an online survey. In total, 309 consumers responded on the questions about different conditions of a simple white T-shirt. Results indicated that attitude of consumers towards sustainable clothes is more positive than towards conventional produced clothes. Local production does not yet make a significant difference in consumers' attitude. This leads to the fact that consumers' attitude in this research is not more positive towards sustainable, locally produced clothes than towards sustainable clothes. If the attitude of consumers is positive, this will lead to more intentions to purchase the product. Respondents also stated that more information, access and a change in price is needed to make them change their attitude and behaviour towards sustainable, locally produced clothes.

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1. Introduction

Each year, the Dutch consumer spends on average 736 euro on approximately 46 pieces of clothing (Maldini et al., 2017), but where do these clothes come from? Who made your clothes the way there are now? A transparent supply chain is becoming more and more important for consumers (Bhaduri and Ha-Brookshire, 2011). This aspect has received increased attention since the collapse of Rana Plaza in Bangladesh with 1134 employees who did not survive (Taplin, 2014). The fashion industry can make the manufacturing process more transparent (Jung and Jin, 2014), by for example bringing clothing production back to their own country.

The fashion industry's environmental impact is extremely high (Caniato, Caridi, Crippa and Moretto, 2012). The production process makes intensive use of natural, resources, chemical products and generates in total a high environmental impact (De Brito, Carbone and Blanquart, 2008). The globalisation of the fashion industry requires moving the products from production in low-labour-cost countries to consumers in Europe and America with the consequences of environmental pollution of transportation (Borghesi and Vercelli, 2003). The Stage of Sustainability Initiatives (Potts et al., 2014) suggest that the growth in interest in sustainable products shows that consumers value the environment. McColl & Moore (2011) indicate that clothes influence the lifestyle of consumers. The emerging interest for the environment and the influence of clothing on the lifestyle of consumers should go hand in hand with the purchase of sustainable fashion.

The initiative of sustainable fashion will not contribute to a better environment as long as the consumer does not want to buy sustainable fashion (Claudio, 2007). This means producers are dependent on consumers. It is therefore very important to make consumers more aware of sustainable clothing and improving their attitude towards sustainable clothing. Although research has investigated consumers' attitude towards sustainable clothing, current studies lack an understanding of the attitude of consumers towards sustainable, locally produced clothes. By making clothes not only sustainable, but also produce them locally, it might be more attractive for the Dutch consumers to actually buy these clothes.

By producing locally, clothing production will become more visible and production will be more transparent, but there are more benefits. There are also many environmental benefits retrieved from producing clothes locally. Local production of clothes ensures that garments are produced closer to the consumer, which can reduce the length of the production chain and reduces the carbon dioxide emission (Choi, 2013). Local production will make the origin of production visible and might improve the quality of the product. This is partly due to the fact that the producer is closer to the origin of the product, so that they can control the production more easily and more often. Products will thus have a higher brand value, which again contributes to the durability of the product.

Local clothing production will also ensure the creation of new jobs in the Netherlands and local production implies positive aspects such as fair wages and good working conditions (Henninger et al.,

2016). The question is: Is the attitude of consumers towards local production of sustainable clothes positive enough enough to buy them? And if not, what are the factors that can persuade the consumer to buy sustainable, locally produced clothes?

The corresponding research question is:

'What is the attitude of consumers with respect to sustainable, locally produced clothes, and will this attitude lead to purchase intentions?

The research question can be divided in multiple sub-questions:

1. What is the attitude of the Dutch consumer with respect to sustainable clothing?
2. What is the attitude of the Dutch consumer with respect to locally produced clothing?
3. What is the difference in consumers' attitude of sustainable, locally produced clothing with respect to sustainable clothing?
4. What is the Dutch consumers' intention to purchase sustainable, locally produced clothes?

The first two sub-questions will give more insight what consumers think about sustainable clothes and about clothes that are locally produced. The third sub-question focusses on if consumers think that local production will add value to a sustainable piece of clothing. The last sub-question will look at if consumers have intentions to buy sustainable, locally produced clothing, and for what price. These questions will be answered through a survey, which will be made on the basis of the literature review. The Dutch consumers will answer questions in the survey about sustainable, locally produced clothes.

The results of this study will be discussed with Fashion Made in Holland (FMiH). FMiH is a new initiative with a label for Dutch designers and producers, so that consumers will recognize that the products they buy are locally produced and designed. This study will give FMiH insight in how the Dutch consumer thinks about sustainable, locally produced clothes, and how FMiH can respond to this way of thinking.

2. Theoretical framework

2.1 Attitude, sustainable fashion, local production

This sub-section provides a definition of attitude, sustainability and sustainable fashion and local production using recent literature. These concepts and definitions are important and will contribute to a better understanding of the study.

2.1.1 Attitude

The success of sustainable, locally produced clothes will depend to a large extent on the attitude of the consumers towards the product. "Attitude is a psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour" (Eagly & Chaiken, 1993). Attitudes are tendencies, which can be learned or unlearned. According to the Theory of planned behaviour (TPB), an attitude towards a certain behaviour can predict intentions (Ajzen, 1985). Thus, the more positive the consumers' attitude towards sustainable, locally produced clothes and the buying of these clothes will be, the higher the purchase intentions will be. In this study, the consumers' attitude towards sustainable, locally produced clothes is thus potentially the determinant of purchase intention.

2.1.2 Sustainability and sustainable fashion

Sustainable fashion is context and content dependent (Henninger et al., 2016). It is an endeavour that draws together fashion and sustainable development. It first emerged in the 1960s when consumers became aware of the impact clothes and clothing manufacturing had on the environment and demanded the industry to change (Jung and Jin, 2014). Sustainability is understood as "meeting the needs of the present without compromising the ability of future generations to meet their needs" (WCED, 1987). Nowadays sustainability is emerging as a "megatrend" (Mittelstaedt et al., 2014) causing sustainable fashion becoming increasingly mainstream (Watson and Yan, 2013).

Dossier Duurzaam is an organisation that investigates the opinion and attitudes of the Dutch consumers towards sustainability (GfK and b-open, 2017). They made a distinction between segments of consumers who have different attitudes towards sustainability. The group of conscious consumers with a positive basic attitude has grown 55% in 2016 to 59% in 2017. In 2015 this was still 50%. The Dutch consumer is also willing to pay 32% extra for sustainable products (GfK and b-open, 2017). Despite widespread consumer favourability towards sustainability, few consumers actually convert these positive attitudes towards purchasing behaviour (Niinimäki, 2010).

Key to sustainable fashion is a balanced approach to fashion production. This focuses on transparency, local production and fosters long-term relationships (Henninger et al., 2016). Fletcher (2013) defines sustainable fashion as the following: "sustainable fashion and textiles foster ecological integrity, social quality and human flourishing through products, action, relationships and practices of use", but strongly suggest others to make their own definition. Sustainable fashion has thus a scope of

different stories, visions, narratives and definitions that are relevant for different contexts, circumstances and audiences. In this study the focus will be on sustainability combined with local production. Therefore, the definition of sustainable fashion in this study is: sustainable fashion fosters the social and ecological environment with a focus on the transparency, local production and long-term relationships. As sustainability is emerging as a "megatrend" and the group of conscious consumers' is increasing significantly, the following hypothesis can be formulated:

H1: The consumers' attitude is more positive towards sustainable clothes than towards unsustainable clothes.

2.1.3 Local production

Localism involves using local resources and involves supporting local businesses (Jung and Jin, 2014). Firms are taking care of the local suppliers at least as long as their competences make the difference in the fashion supply chain processes of creating value for customers (Tunisi, Bocconcelli and Pagano, 2011). Local suppliers have contributed actively to local businesses in terms of competence development and knowledge, delivery performance, flexibility and cost efficiency (Tunisi, bocconcelli and Pagano, 2011). One of the reasons that companies prefer local suppliers is that local suppliers make it possible to access a safe source of qualified labour (Camuffo, Furlan, Romano and Vinelli, 2006). However, the reason for getting supplies from the low-labour-cost countries are the much lower production costs (Choi, 2013). Local production ensures less intermediation between consumer and producer, which results in more transparent production systems (Jung and Jing, 2016). Furthermore, local production enhances the environmental sustainability by significantly reducing the carbon footprint, as compared to production globally, which requires long-distance transportation between countries (Jung and Jing, 2016). Besides creating environmental sustainability, local production can also create social sustainability. Sustainable, locally produced clothes help consumers better understand their clothing capitalizing on local resources or culture, which shortens the distance between consumers and producers. Local production and transparent systems ensure therefore community development and diversity, which are the main components of social sustainability (Jung and Jing, 2016). Fashion retailers can also benefit from local production, especially for products with high variable demand such as customised clothes, because the distance to the producer is much shorter. Local production is thus characterised by the geographical and social proximity of its producers and consumers (Dimitriadis and Koh, 2005) and can be defined in this study as producing clothes locally, using local resources and supporting other local businesses.

2.2 Consumers' attitude to local production and value creation

Consumers' attitude towards sustainable clothing is found to be positive, but their actual consumption behaviour poorly reflects such responsibility (McNeill and Moore, 2015). This is a huge obstacle for the sustainable fashion industry. Consumers' attitude towards sustainable clothing has been studied widely, but in addition to the aspect of sustainable clothing, this study will research sustainable clothes that are produced locally. By adding the local production aspect to sustainable clothing, this might add monetary value to the product for consumers. This may lead to higher purchase intentions, and this will then positively contribute a more sustainable fashion industry.

The textile and clothing industry is one of the most widespread industries around the world (Held, McGrew, Goldblatt and Perraton, 2002). Globalisation has a major influence on the supply of the clothing industry. Companies feel the urge to expand their business horizon to foreign markets to accomplish the need of economies of scale, but also to profit optimally from local characteristics, such as natural resources and human expertise. This production development resulted in the loss of many unique regional products. Places of origin were previously used to signal quality (van Ittersum, 2002), and this is still happening with, for example, the "Made in Italy" label (Tunisi, bocconcelli and Pagano, 2011).

Local production can keep a unique product identity by connoting specific regional culture in the products (Jung and Jing, 2016). Local production may also satisfy the need to enjoy diverse fashion and immerse consumers in their local identity, as opposed to global trends, which lead to identical fashion across countries and regions. This can be a way to create perceived customer value for sustainable products. A higher customer value can increase opportunities for purchasing, but also for paying a price premium for sustainable, locally produced clothes.

Van Ittersum (2002) shows that consumers have a desire to support and protect their own identity and that this desire results in the purchase of regional products. Many consumers attach themselves to the region in which they live or to the region where they were born (Ridner, 1999) and consumers indicate that they are proud of having regional products. This sometimes even results in purchasing the local product, even though the quality is less than the competitor. This is also called patriotism. The consumers in van Ittersum's research (2002) are also willing to pay a higher price for products that are locally produced. The reason for supporting local producers and products may be related to the desire that these producers continue to produce regional products.

Although Henninger (2016) suggests that locally made clothes raised concerns of the consumers, there is also evidence that local production can create a lot of monetary value to clothes. Therefore, the following hypotheses are formulated:

H2: The consumers' attitude is more positive towards local production of clothes than towards global production of clothes.
H3: The consumers' attitude is more positive towards sustainable, locally produced clothes than towards sustainable clothes.

2.3 Purchase willingness

The theory of planned behaviour of Ajzen (1985) states that attitudes translate into behaviour. However, in reality attitude only leads for a relatively small part to behaviour. This is also called the attitude-behaviour gap between sustainable fashion and actual purchase behaviour. This gap is called the 30:3 syndrome in the article of Cowe and Williams (2000). They indicate that 30% of the consumers have a positive intention to purchase sustainably, but only 3% of these consumers translates these intentions towards actual behaviour. This is why the purchasing process can maybe be described better by the purchasing process developed by Schiffman, Kanuk and Hansen (2008). The purchasing process is a three-stage process that includes input, process and output (figure 1).

Figure 1. Schiffman, Kanuk and Hansen (2008)

The first stage of this process is where consumers consider factors that effect the purchase decision such as price, quality and item specifications. The second stage is a process that can be broken down into sub-stages: recognition that there is an internal need or want to purchase an item, and competitor analysis to understand the scope of products that are available. Once the market has been analysed and the purchasing decision has been reached, it is time for the final stage: the output, or in other words, the product purchase. By not only producing sustainable clothes, but also produce them locally, the input process can be changed. This can be explained with the Construal Level Theory (CLT). The CLT states that there is a psychological distance between an object, person or event, with a common zero-distance point to the person (Trope & Liberman, 2010). Psychological distance can be along the dimensions' time, space, social distance and hypothetically (Table 1). When, for example, an event is in the future, the psychological distance is high.

Table 1. Deducted from Trope & Liberman (2010)

Distance	**Operationalization**
Time	Future (e.g., make a decision that would be implemented tomorrow versus a year from now; imagine an event in the near versus the distant future) Past (e.g., an object that belongs to the present or to the past)
Space	Nearby versus faraway place
Social distance	Self versus other (e.g., you describe or decide for yourself versus for another person)
Hypothetically	High versus low probability

This means that future purchases will be processed globally (higher psychological distance), while dealing with current purchases will be much concreter (lower psychological distance) (Trope & Liberman, 2003). The higher the psychological distance, the abstracter the event. Abstraction is the formation of mental representations that allow us to see distinct objects as equivalent (Trope & Liberman, 2010). Abstraction can help us to plan, predict and evaluate for events that are not part of the 'here-and-now'. The impact that clothing has on the environment is slowly visible. The real impact for consumers of the fast fashion industry happens in other countries (space), but also in the future (time), and has thus a high psychological distance. When clothes will be produced locally and the production chain becomes more transparent, the psychological distance to locally produced clothing could be decreasing. This distance can also be reduced when someone close (space) can find a job because of the local production. The psychological distance to sustainable clothing is high, but by producing locally, the psychological distance can decrease. Therefore, it is more likely that consumers can handle the purchases more concrete and actually purchase the sustainable, locally produced clothes. Leading from this section, hypothesis 2, hypothesis 3 and Ajzen (1985), the following hypothesis can be formulated which indirectly states that the consumers' intention to purchase sustainable, locally produced clothes is bigger than the consumers' intention to purchase sustainable clothes:

H4: More positive attitudes towards clothes leads to more intentions to purchase the clothes.

3. Conceptual framework

Table 2. Theories

Author	**Theory**	**Contribution**
Ajzen (1985)	Theory of planned behaviour (TPB)	An attitude towards a behaviour can predict intentions
Schiffman, Kanuk and Hansen (2008)	Theory of buyer behaviour	Input → process → output
Trope & Liberman (2010)	Construal level theory (CLT)	Psychological distance between an object, person, or event.

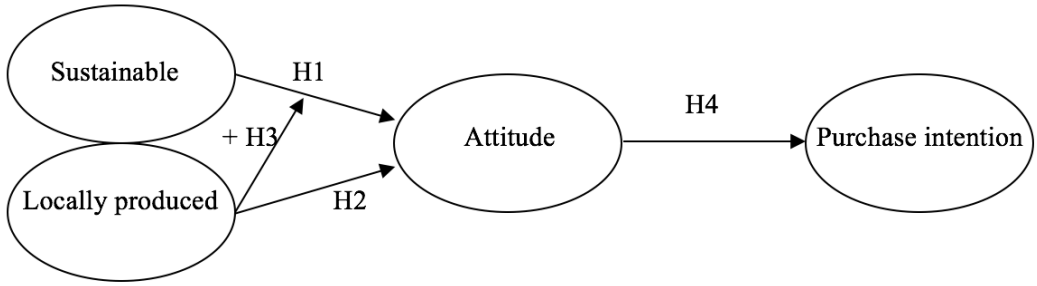


Figure 2. Conceptual model

A model is constructed to present the hypothesis mapped in figure 2. The figure above shows the relationships between the concepts.

4. Methodology

In this chapter the participants, procedure and variables are discussed. The research model in the conceptual framework helps answering the research question of this paper. The research question of this paper is: *'What is the attitude of consumers with respect to sustainable, locally produced clothes, and will this attitude lead to purchase intentions?'* To test the research model, a quantitative research model, namely a survey, was conducted about sustainable, locally produced clothes. Will it make a difference in attitude for consumers that clothes are not only produced sustainably, but also locally?

4.1 Sample

The sample size of this study consisted of 309 respondents. After conducting a quality check of the data, 272 respondents remained for analysing the results. 37 respondents were excluded in total, because they did not finish the survey and quit the survey after filling in nothing or only their age and gender. 229 of the 272 remaining respondents completed the survey fully and the other 43 respondents filled in 68% or 98%, which was enough to analyse these respondents. The sample of this research consisted of both female (N=205) and male (N=67) adults in the age of 18 to 81 years old, who live in the Netherlands and represent a strong buying population (Salzman, 2012). The average age of this group is 31.28 (SD= 14.95). Furthermore, this group was chosen, because the production of the clothes in this research is local, and local in this research means 'in the Netherlands'. The sample was a convenience sample and provided relevant information considering the attitude of Dutch consumers towards sustainable, locally produced clothes. The respondents participated voluntary. The survey had a between group design, in which the research group was split into four groups, so that each group was represented by approximately the same amount of respondents (table 3). Each group got to see the same T-shirt, but with different descriptions. The between group design ensured that the respondents were not influenced by seeing the descriptions of the other T-shirts, and could therefore not be prejudged while filling in the survey. This design also ensured that the survey would not become too long, because it contained less questions.

Table 3. Number of respondents in each condition

Condition	**N**
1 (Global, Conventional)	67
2 (Global, Sustainable)	68
3 (Local, Conventional)	69
4 (Local, Sustainable)	68

4.2 Procedure

Between the 8th and the 18th of December, respondents were approached through different forms of (social) media, mostly through Facebook and WhatsApp. They received a survey with 13 questions about sustainable, locally produced clothes. The answering time for the survey was approximately 5 minutes. After the 19th of December, the results where analysed.

The respondents first got questions about their age and gender. To help the respondents understanding the concept, the survey provided descriptions of local production, global production, conventional fashion and sustainable fashion based on literature. Next, the four groups each got to see another survey in which they where tested by different variables simultaneously. All the groups got to see the same simple, white T-shirt. The first group got to see a T-shirt, which was globally produced and not sustainable, such as most of the fast fashion nowadays is produced (McNeill and Moore, 2015). This is indicated in the 2x2 matrix as condition one (table 4). The second group got to see condition two, which was the same white T-shirt, but now the T-shirt was described as sustainable and globally produced. The third group got to see condition three, which was a locally produced T-shirt, but not sustainable. The last condition, condition four, was sustainable and locally produced and was shown to group four. Condition two, three and four were the treatment groups. In these groups the variables sustainability and locally produced were changed. Condition 1 can be seen as a reference group to correctly determine that any deviations in results from the treatment group were a direct result of changing the other variables.

Table 4. 2x2 matrix

	Conventional	*Sustainable*
Global production	1	2
Local production	3	4

After the questions about the T-shirt, the four groups got the same general questions about sustainability and local production.

4.3 Variables and measurement instruments

The first questions in the survey were background information questions. The respondents were asked about age and gender to find out which population the group of respondent represents. The demographic information was obtained by asking the participants to select the appropriate category or fill in the right number. Hereafter, the variables sustainable, conventional, local production and global production were manipulated. The first condition was a manipulation check, the second condition checked whether hypothesis 1 is correct, the third condition checked hypothesis 2 and the last condition together with the second condition checked if hypothesis 3 and hypothesis 4 were correct (figure 3). Hypothesis 4 is also answered through the questions about attitude, intention to purchase and willingness to purchase.

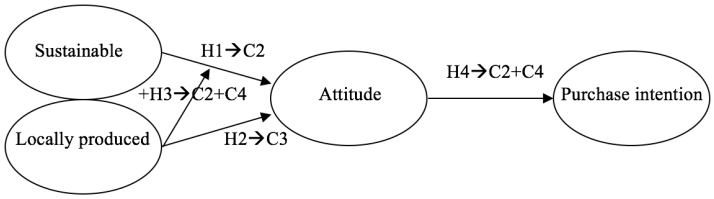


Figure 3. Conceptual framework method

The dependent variables are attitude on the piece of clothing and purchase intention and willingness to pay. The attitude was measured using the scale from the questionnaire from Ajzen (2006). Four 7-point scale questions were used to measure the attitude with respect to the piece of clothing and contained the following answer possibilities: positive/negative, pleasant/unpleasant, desirable/undesirable and valuable/worthless. The variable attitude needed a reliability analysis. Purchase intention is one of the variables that was measured by the intention question in which was asked if the respondent wanted to buy the T-shirt. Willingness to pay was measured through a question about how much the respondents wanted to pay for a T-shirt under the conditions given, which includes an anchor of the price together with the circumstances of how the T-shirt was made. The anchor was a realistic price between 8 and 10 euros, which was decided after investigating different websites. The survey was pilot tested by five people to see if the questions were clear and understandable. After this, the survey was adjusted, and sent to the respondents. The structure of the survey is visualised in table 5.

The survey was in Dutch, because all the respondents were from the Netherlands. Most of the questions used in the questionnaire were close-ended. The scale items are phrased in a 7-point Likert scale format (1=strongly disagree and 7=strongly agree). Strong agreements with a favourable item where given a score of 7 and strong disagreements where given a score of 1.

Table 5. Structure of the survey

General welcome			
Background information questions			
Conventional, globally produced T-shirt	Sustainable, globally produced T-shirt	Conventional, locally produced T-shirt	Sustainable, locally produced T-shirt
Attitude	Attitude	Attitude	Attitude
Intention to purchase	Intention to purchase	Intention to purchase	Intention to purchase
Willingness to purchase in money	Willingness to purchase in money	Willingness to purchase in money	Willingness to purchase in money
General questions			
Closing			

5. Data analysis

Before having analysed the content of the data, the data underwent a quality check including if there were any missing values, if answers were on the correct scales and if there were no inaccuracies in the answers such as incomplete data and unfinished surveys. Next, there was a check if the manipulation worked by doing factorial ANOVA's and a simple regression analysis. An alpha of 0.05 was necessary for all statistical tests to be significant.

Reliability of the 4-item attitude scale was assessed with Cronbach's Alpha, with 0.7 as the minimum acceptable value. The results were analysed by a factorial ANOVA to conduct answers for hypothesis 1,2 and 3 with the continuous outcome variable attitude. This variable had two predictors: sustainability and local production. The variables of attitude were measured with a 7-point Likert scale. The factorial ANOVA compared means across two or more independent variables (Field, 2009). Two variables, sustainable and local production, were independent categorical predictor variables and created four groups within the sample (table 4). Through this analysis, there was seen which variables had the most (positive) effect on attitude. First, the factorial ANOVA needed to come across Levene's test of homogeneity or variance, which needed to be higher than p=.05 to be accepted as homogeneous. The ANOVA showed whether any of the independent variables had an effect on the dependent variable attitude. Hereafter, the significant values of the independent variables were looked at. Hypothesis 3 needed an interaction effect between sustainability and local production, and this could also be found in the ANOVA table.

A regression analysis was used to conduct an answer for hypothesis 4 to help with predicting if a more positive attitude led to stronger buying intentions. The regression analysis checked if there was a relationship between the variables (Field, 2009). The simple regression analysis was conducted when there was a linear model fitted to the data and used it to predict values of the intention to purchase from the attitude the consumers have. First, a scatterplot was needed to be produced to see whether the assumption of linearity was met and if outliers or unusual cases had occurred. The scatterplot showed a line that represented the relationship between the attitude and the intention to purchase. This line is the line that best summarizes the pattern of the data. To access how well this line fitted the data, the R^2, F and the b-value needed to be examined. If this line was upward sloping, it represented a positive relationship between attitude and the intention to purchase and this would support hypothesis 4. Next to hypothesis 4, which concerned about intention to purchase, there were also questions about willingness to pay. A correlation between willingness to pay and intention to purchase was conducted to see whether if someone has more intentions to purchase also has more willingness to pay. An overview of which model for which hypothesis was used is visualised in table 6.

The purchase intention and willingness to pay were measured through an indirect effect with the mediator attitude. A hierarchical regression was used to test an indication of the direct effect of sustainability and local production on intention to purchase and willingness to pay. To do this

regression, another two factorial ANOVA's were necessary. The hierarchical regression could show if the variables sustainability and local production explained a significant amount of variance for intention to purchase and willingness to pay, to test the direct effect. The hierarchical regression needed to be significant to explain the direct effect.

The general 8 questions at the end of the survey were a check for the attitude, intention to purchase and willingness to pay questions from the conditions. These were not necessary for answering the hypothesis, but are most likely interesting for Fashion Made in Holland and for further research. These questions were not analysed with a statistical test, but with graphs made from the results of these questions.

Table 6. Quantitative models

Hypothesis	Model
1, 2 and 3	Two-way independent factorial ANOVA (Field, 2009)
4	Simple regression analysis (Field, 2009)

6. Results

The results for answering the research questions were checked by testing the hypotheses with statistical analyses by using Statistical Package for Social Science 23 (SPSS). An alpha of 0.05 was used for all statistical tests. This chapter has been divided into subchapters. First, the attitude towards different clothes was analysed. Second, the intention to purchase and willingness to purchase were analysed and third the direct effect of attitude on intention to purchase was analysed. Lastly, the general questions from the end of the survey were analysed for future research and for FMiH.

6.1 Attitude towards different conditions

Attitude was highly reliable (Cronbach's alpha=.93) allowing the calculation of a single attitude variable from the means of the 4 questions. Levene's test on attitude had a non-significant result of F (3,268) =0.681; p=.565, so the data was homogenous. The dependent variable was in this case attitude.

The results of the attitude of the consumers towards the four different conditions of the 2x2 matrix (local, global, sustainable and conventional) was checked by a factorial ANOVA. The factorial ANOVA test showed that there was a significant effect of sustainability of clothing on attitude F (1,268) =59.103; p=.000. The analysis also showed that the effect of local production on attitude was not significant F (1,268) =2.203; p=.139. Also, the interaction effect of local clothing and sustainable clothing on attitude had no significant effect F (1,268) =1.032; p=.311. An overview of the mean values and standard deviations is provided in table 7.

Table 7. Mean (SD) of attitude towards T-shirts

	Conventional	*Sustainable*
Global production	4.20 (1.25)	5.20 (1.27)
Local production	4.27 (1.11)	5.58 (1.32)

The mean score of attitude was the highest for those in the sustainable clothing conditions, which indicated that sustainable clothes got the most positive attitude. Summarising, the consumers' attitude was indeed more positive towards sustainable clothes than towards unsustainable clothes. There was not enough evidence found to conclude that the consumers' attitude towards local production was more positive than towards global production. Therefore, the consumers' attitude is also not higher for sustainable, locally produced clothes than for sustainable clothes.

6.2 Intention to purchase and willingness to pay

For analysing the results of hypothesis 4: "*More positive attitudes towards clothes lead to more intentions to purchase the clothes"*, a simple regression analysis was done. There was a significant effect between the attitude and purchase intention F (1,256) =80.334; p=.000. R^2=.239, so 23.9% of the variable intention to purchase is accounted for the attitude. This can be indicated as a mediocre to large effect. The regression coefficient is positive (B=0.514), which indicates that there is a positive effect. An overview of the means and standard deviations of intention to purchase is provided in table 8. Because of the significant effect, it can be concluded that more positive attitude leads to more intention to purchase.

Table 8. Mean (SD) of intention to purchase

	Conventional	*Sustainable*
Global production	4.58 (1.34)	5.19 (1.25)
Local production	5.52 (1.41)	5.18 (1.58)

Intention to purchase and willingness to pay are positively correlated R=.217; p=.001. So, when someone has more intentions to purchase, they are likely willing to pay more.

14 respondents filled in larger numbers than 100 euros for willingness to pay for a T-shirt and this was most likely a typing error, but this cannot be said with full certainty. Numbers above 100 were set as missing values and were not included in the analysis of the results. The effect of attitude on willingness to pay was found to be significant (p=.042). Therefore, attitude had a positive effect on willingness to pay. The means and standard deviations of willingness to pay in euros are provided in table 9.

Table 9. Mean (SD) of willingness to pay in euros

	Conventional	*Sustainable*
Global production	9.03 (3.71)	10.75 (4.52)
Local production	7.93 (2.74)	10.59 (6.21)

The table shows that the willingness to pay for sustainable clothes was the highest, because the sustainable, locally produced condition and the sustainable, globally produced condition had the highest mean values. Sustainable, locally produced clothes had in this case the highest standard deviation, which indicated that the difference between what the respondents were willing to pay for this T-shirt were the greatest.

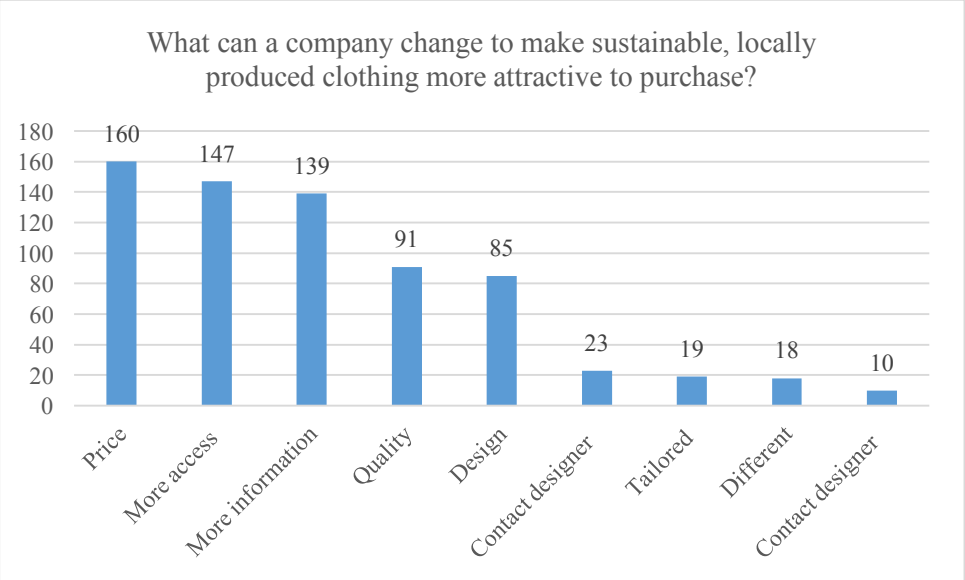
6.3 Mediation effects of sustainability and local production on intention to purchase

To test if there was, next to the indirect effect, also a direct effect of sustainability and local production on intention to purchase and willingness to pay, two factorial ANOVA's and a hierarchical regression were conducted. The hierarchical regression gave an indication of the interaction effect, but it was not fully reliable. The first factorial ANOVA was conducted to see if there was an extra direct effect of sustainable and local production on intention to purchase. A significant effect was found for sustainability on intention to purchase $F(1,254) = 26.302$; $p = .000$ and there was no significant effect found of local production on intention to purchase. There was also a factorial ANOVA conducted for sustainable and local production and willingness to purchase. Again a significant effect was found only for sustainability, but this time on willingness to pay $F(1,239) = 14.606$; $p = .000$. A hierarchical regression was conducted to see if there was next to the indirect effect also a direct effect. Here was seen that attitude had a direct significant effect on intention to purchase ($p = .000$), as already indicated above, and that there was no extra significant effect of local production ($p = .347$) or sustainability ($p = .737$) on intention to purchase. Concluding, the effect of sustainable on intention was fully mediated by attitude.

6.4 General questions

The questions: 'How many times did you buy sustainable fashion/locally produced fashion or sustainable and locally produced fashion?' Helped to gain insight in how many times consumers already bought these particular forms of fashion. The results showed that 76 respondents (31.67%) had never bought sustainable fashion, 128 respondents (53.33%) had never bought locally produced fashion and 163 respondents (67.78%) had never bought sustainable, locally produced fashion. This indicated that there is a great potential for new customers in the local and sustainable clothing sector.

The respondents were also asked at the end of the survey if there were any specific components, of sustainable, locally produced fashion that the producer could change that could lead to more purchase intentions for customers. Graph 1 shows that three components are the most promising for leading to more purchase intentions for consumers.



Graph 1. Possible components for a company to change

These three components are price, more information about the clothes and more accessibility in offline shops and/or online shops. Also, 18 respondents clicked on 'different', and these answers all came down to more promotion for these clothes and making it more clear when clothes are sustainable and/or locally produced.

7. Discussion

It appears that positive attitude on clothes can indeed have a positive effect on intentions to purchase and willingness to pay. This significant effect found in the present study is in line with the study of Ajzen (1985) that stated that an attitude towards a certain behaviour can predict intentions. The results show that only sustainable clothes have a significant positive effect on attitude. As a consequence, people will have more intentions to purchase and will be more willing to pay for sustainable clothes than for conventional clothes. However, people suggest that one of the three main points that producers should change is the price of the clothes. This is in line with the 30:3 syndrome of Cowe and Williams (2000) that people have a positive attitude towards sustainable clothes, but do not purchase them. This study tried to reduce this gap by adding an extra dimension to sustainable fashion, namely local production. The dimension local production had no significant result on a more positive attitude towards sustainable clothes.

The results of the manipulation of the locally produced clothes versus the globally produced clothes were surprising with regard to the amount of literature available on local production. Respondents were indifferent whether the sustainable clothes were produced locally or globally. This hypothesis was rejected due to non-significant results. It was expected that local production would lead to a more positive attitude based on current literature (van Ittersum, 2002; Jung and Jin, 2016). Also the Construal Level Theory of Trope & Liberman (2010) supported that local production would lead to more concrete decisions about purchase intentions. However, this study did not take into consideration that it could have been hard to emphasize the situation of local production for the respondents with the limited amount of information given. This could be the reason why the purchase of this T-shirt could have been seen as abstract for the respondents and less thoughtful answers could be given. Likewise, more respondents had bought sustainable clothes than locally produced clothes, which might indicate that the respondents had more knowledge about sustainability than about the origin of their clothes. This knowledge might have influenced the respondents with giving different answers.

In the introduction is stated that a more transparent supply chain is becoming increasingly important for consumers, but the attitude towards locally produced and globally produced clothes are indifferent. Does this mean that consumers are convinced that the supply chain can be equally transparent when clothes are produced locally or globally? Or did the respondents have insufficient information (provided by the survey) to make a judgement about this subject? The respondents already stated that more information was needed to lead them to more intentions to purchase, so maybe a larger amount of information was needed to contextualize the survey in a better way. The benefits were, with the amount of information provided by the survey and the self-knowledge of the consumers, not enough to convince the consumer to buy sustainable, locally produced clothes. The factors that could help to convince the consumers are to make people more aware of the benefits of sustainable,

locally produced fashion by providing more information and also by helping the consumers to get more access to these clothes in online and offline shops. Besides these factors, the factor price was also a determinant that could lead to more purchase intentions. Showing the consumers that these clothes do not have to be that expensive, or why the price of sustainable clothes are higher than conventional clothes. These potential changes could lead to more consumers that purchase sustainable, locally produced fashion, which hopefully encourages other consumers to do so too as well.

8. Limitations and recommendations

8.1 Limitations with regard to study design

This study encountered limitations that have to be acknowledged. Firstly, the sample of this study is not representative for consumers throughout the Netherlands. Due to the convenience sample and spreading the survey through Facebook and WhatsApp, a particular group was reached which were mostly students. Therefore, the main age was 31.28 years old. Also the male-female ratio was not evenly distributed; a lot more women filled in the survey than men. Despite the fact that the male-female ratio is not representative for the Dutch population, it can perhaps be the most relevant for the group of fashion buyers.

Secondly, with regard to the information given in the survey, the respondents had to evaluate a T-shirt with different conditions, namely conventional, sustainable, local production and global production. These conditions where shortly explained before the respondents could see the questions. This information might have not been enough for the consumers to sufficiently evaluate the T-shirt that they saw and emphasise the situation in which the T-shirt was made. On the one hand, it might have been better to provide the respondents with more information, but on the other hand, the information part of the survey would then be longer and some respondents commented that they already did not read the information completely. This is a trade-off between more respondents or better-informed respondents. This might, however, be to some extent a representative reflection of society, since a lot of people also do not read everything completely in daily life. Therefore, it might be an idea to provide the information in a way that respondents can keep their full attention towards the information given by for example an informative movie.

Third, in the survey the respondents had to answer the question whether they would or would not be willing to buy the T-shirt that was presented to them. However, it was not considered that the respondents would not like the appearance of the T-shirt. This could have been a problem in emphasizing what the respondent thoughts were of the T-shirt, and whether they would or would not have intentions to purchase the T-shirt, while this was not the meaning of the survey. Hence, it might have been better to let the respondent choose a piece of clothing that he or she was actually willing to buy to make it more realistic and easier to emphasize. Another limitation of the questions intention to purchase and willingness to pay is that the respondent does not have to commit themselves towards

actual purchasing. Thus, in order to measure actual intention to purchase and willingness to pay, real data would be needed at some stage.

Lastly, some respondents replied that some questions were not clear enough and that they did not understood some questions. This might have had to do with too little information given before the questions started or too little knowledge about this subject. The survey was pilot tested by five people, but these people where mostly students (4 out of 5). The comments of the unclear survey questions came from respondents above 50 years. It would therefore have been better to pilot test the survey on people with different ages to better adjust the questions to all respondents.

8.2 Recommendations and implications

This study tried to simulate the situation of a sustainable, locally produced T-shirt as good as possible, but there is room for improvement for future research. For example, the simulation of the information of the T-shirt could be made more realistic and better understandable. For further research it is therefore recommended to simulate a shopping experience with real clothes and for example a shop assistant who tells you where the T-shirt comes from and how it is made. This might also be done with labels in the T-shirt or on hangtags on a clothes hanger. This way the respondents get more information and a more realistic experience and can probably make a more thoughtful decision.

Another interesting phenomenon is the comparison with the slow food movement. Why are people so attracted to the slow food movement and is the slow fashion movement staying behind? The slow fashion movement is counteracting the demand for fast fashion and refers to the impact producing fashion has on consumers, eco-systems and workers (Fletcher, 2008). It might be interesting for future research to find out which the success factors from the slow food movement are and to compare these with the slow fashion movement. Which factors of the slow food movement could be implemented in the slow fashion movement to make it more successful? What is there to learn for the slow fashion movement? These factors could help make the slow fashion movement more popular.

Fashion Made in Holland is a Dutch sustainable fashion company. They can benefit from this research in a way that the Dutch consumers who contributed to this research are already interested in sustainable fashion and have a positive attitude towards this. This positive attitude towards sustainable fashion leads to more purchase intentions. Fashion Made in Holland can emphasize more their sustainable view of fashion and how sustainability can benefit from local production to let their consumers create a more positive attitude, since attitudes can be learned or unlearned, as stated in the theoretical framework. In addition to emphasizing more on their sustainable view of fashion, they can also try to seek influencers who are already enthusiastic about local production and ask if they want to collaborate with them to make local production more popular and more visible. Respondents also state that companies need to give more information, better access and change the price to increase purchase intentions. Fashion Made in Holland can respond to this request with different ways of advertisements

to highlight their values and give information to the customers. Advertisements can also make clear that not all clothes have to be that expensive and can give information on how the price is built up, maybe in comparison with conventional clothes. In this way, a situation is created where customers get more insights and a better understanding of the clothing industry.

9. Conclusion

The main aim of this study was to research consumers' attitude towards sustainable, locally produced clothes and if this attitude led to purchase intentions. Two manipulations were present in the study, which were whether the T-shirt was sustainable, or not, and whether the T-shirt was locally produced or globally produced. It was proposed that consumers would rather purchase a locally produced, sustainable T-shirt and would have a more positive attitude about this T-shirt than when this T-shirt was produced globally and was not made in a sustainable way, but in a conventional way.

The hypotheses helped with answering the main question: *"What is the attitude of consumers with respect to sustainable, locally produced clothes, and will this attitude lead to purchase intentions?*" The attitude of consumers towards sustainable clothes is more positive than towards conventionally produced clothes. There is no evidence found that locally produced clothes create more positive attitudes for consumers than globally produced clothes. This leads to the fact that consumers' attitude in this research is not more positive towards sustainable, locally produced clothes than towards sustainable clothes. If the attitude of consumers is positive, this will lead to more intentions to purchase the product. Because the effect of sustainable, locally produced clothes is not significant, this will also not lead to stronger purchase intentions, thus local production in this research will not create additional value for sustainable fashion. Despite the fact that not enough evidence was found to accept the hypotheses, this does not mean that there is no future in local production. There are still many opportunities not yet exploited to look forward to in the future.

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Appendix

Welkom
Beste consument,

Allereest wil ik u bedanken voor uw deelname aan dit onderzoek. Ik ben een derdejaarsstudent Bedrijfs-en Consumentenwetenschappen aan Wageningen Universiteit. Voor mijn Bachelor scriptie doe ik onderzoek naar de mening van consumenten ten opzichte van duurzame, lokaal geproduceerde kleding. Het doel van mijn onderzoek is om inzicht te krijgen in de mening van de consument, om zo hier beter op in te kunnen spelen als bedrijf en maatschappij.
Het onderzoek zal ongeveer 5 minuten duren. De gegevens zullen alleen voor dit onderzoek worden gebruikt en de resultaten worden anoniem verwerkt.
Mocht u nog vragen of opmerkingen hebben over het onderzoek, dan kunt u contact opnemen met mij via eva.leferink@wur.nl.

Met vriendelijke groet,

Eva Leferink

Achtergrondinformatie

1. Wat is uw leeftijd?
- open vraag →
2. Wat is uw geslacht? (Geen gedwongen respons)
- Man
- Vrouw

Met de woorden duurzame kleding, conventionele kleding, lokale productie en internationale productie zal in dit onderzoek het volgende worden bedoeld:

- Lokale productie: produceren van kleding in Nederland waarbij lokale werkgelegenheid wordt gecreëerd.
- Internationale productie: kleding produceren buiten Nederland.
- Duurzame kleding: kleding geproduceerd met respect voor mens en milieu.
- Conventionele kleding: kleding geproduceerd zonder specifieke aandacht voor duurzaamheid.

Conditie 1: niet duurzaam en niet lokaal geproduceerd

Stel u heeft een wit T-shirt nodig. Het witte T-shirt dat u nu ziet is een T-shirt dat buiten Nederland geproduceerd is op een conventionele wijze. De meeste witte T-shirts kosten in de winkel tussen de 8 tot 10 euro.

1. Ik vind dit T-shirt
    a. (Positief/Negatief)
    b. (Aangenaam/onaangenaam)
    c. (Wenselijk/onwenselijk)
    d. Waardevol/Waardeloos
2. Ik ben van plan dit T-shirt te kopen? (Zeer mee eens/ zeer mee oneens)
3. Hoeveel zou u voor dit T-shirt betalen? … euro (open vraag waar getallen in kunnen worden gevuld).

Conditie 2: duurzaam en niet lokaal geproduceerd

Stel u heeft een wit T-shirt nodig. Het witte T-shirt dat u nu ziet is een T-shirt dat buiten Nederland geproduceerd is op een duurzame wijze. De meeste witte T-shirts kosten in de winkel tussen de 8 tot 10 euro.

1. Ik vind dit T-shirt
    a. Positief/Negatief
    b. Aangenaam/onaangenaam
    c. Wenselijk/onwenselijk
    d. Waardevol/Waardeloos
2. Ik ben van plan dit T-shirt te kopen? (Zeer mee eens/ zeer mee oneens)
3. Hoeveel zou u voor dit T-shirt betalen? … euro (open vraag waar getallen in kunnen worden gevuld).

Conditie 3: niet duurzaam en lokaal geproduceerd

Stel u heeft een wit T-shirt nodig. Het witte T-shirt dat u nu ziet is een T-shirt dat in Nederland geproduceerd is op een niet duurzame wijze. De meeste witte T-shirts kosten in de winkel tussen de 8 tot 10 euro.

1. Ik vind dit T-shirt
    a. (Positief/Negatief)
    b. (Aangenaam/onaangenaam)
    c. (Wenselijk/onwenselijk)
    d. Waardevol/Waardeloos
2. Ik ben van plan dit T-shirt te kopen? (Zeer mee eens/ zeer mee oneens)
3. Hoeveel zou u voor dit T-shirt betalen? … euro (open vraag waar getallen in kunnen worden gevuld).

Conditie 4: duurzaam en lokaal geproduceerd

Stel u heeft een wit T-shirt nodig. Het witte T-shirt dat u nu ziet is een T-shirt dat in Nederland geproduceerd is op een duurzame wijze. De meeste witte T-shirts kosten in de winkel tussen de 8 tot 10 euro.

1. Ik vind dit T-shirt
    a. (Positief/Negatief)
    b. (Aangenaam/onaangenaam)
    c. (Wenselijk/onwenselijk)
    d. Waardevol/Waardeloos

2. Ik ben van plan dit T-shirt te kopen? (Zeer mee eens/zeer mee oneens)
3. Hoeveel zou u voor dit T-shirt betalen? … euro (open vraag waar getallen in kunnen worden gevuld).

Algemene vragen

1. Ik hecht waarde aan het kopen van duurzame kleding (eens/oneens)
2. Ik hecht waarde aan het kopen van lokaal geproduceerde kleding (eens/oneens)
3. Ik hecht meer waarde aan het kopen van duurzame, lokaal geproduceerde kleding boven alleen duurzaam geproduceerde kleding.
4. Hoe vaak heeft u in het afgelopen jaar duurzame kleding gekocht – nooit, 1 keer, 2 a 3 keer, vaker
5. Hoe vaak heeft u in het afgelopen jaar lokaal geproduceerde kleding gekocht – nooit, 1 keer, 2 a 3 keer, vaker
6. Hoe vaak heeft u in het afgelopen jaar duurzame, lokaal geproduceerde kleding gekocht – nooit, 1 keer, 2 a 3 keer, vaker
7. Wat kan een bedrijf veranderen om duurzame, lokaal geproduceerde kleding aantrekkelijker te maken om te kopen? Meerdere antwoorden zijn mogelijk:
    - Prijs
    - Design
    - Kwaliteit
    - Contact met de ontwerper
    - Op maat gemaakte kleding
    - Contact met de maker
    - Meer informatie over de kleding
    - Meer toegang, in winkels of online, tot duurzame, lokaal geproduceerde kleding,
    - Anders, namelijk:
8. Heeft u nog opmerkingen over het onderwerp van het onderzoek? Open vraag

Afsluiting

Bedankt voor het invullen van de enquête. Mocht u nog vragen of opmerkingen hebben over de enquête dan kunt u mailen naar: eva.leferink@wur.nl.