Awareness Level of Fashion Consumers toward Ethical Purchasing Behavior in Bangladesh

Farhana Karim[1*]

ABSTRACT

Purpose: The present study deals with the awareness level of fashion consumers toward ethical purchasing behavior in Bangladesh and also gives emphasis on finding whether fashion consumers of Bangladesh are concerned about environment friendly products or not and whether they are willing to pay more for environmental friendly quality products or not.

Methodology: Researcher has used area sampling and simple random sampling. Data has been collected from 218 respondents of Dhaka city using structured questionnaire. Z-test has been used to statistically validate several hypotheses that have drawn for this research.

Findings: Findings suggest that most of the fashion consumers are not aware about ethical purchasing behavior. According to hypothesis result most of the fashion consumers are concerned about environment and they are willing to pay more for environmentally friendly products. However, few inconsistencies have been noticed in their behavior that reveals attitude behavior gap among them.

Limitations: Focus group discussion or depth interview could be conducted along with direct questionnaire survey which could elicit more actual view. However, it can be an avenue for further research initiation to get candid and more elaborate information about the extent of consumers' awareness level and behavioral issues toward ethical purchasing behavior.

Practical Implications: Bangladesh is highly populous country and ethical products are mostly produced here for sending to developed countries. So, if manufacturers of this country take steps to aware fashion consumers of this country along with exporting to developed countries, it will bring a sustainable environment and sustainable economic development here. Besides, it can reduce the risk like the Dutches-Venezuela diseases syndrome happening in Bangladesh.

Originality/Value: No prior significant and elaborative research work on this research topic has been done in Bangladesh. Researcher's endeavor to discover fashion consumers' awareness toward ethical purchasing behavior in Bangladesh as this country is exporting significant quantity of readymade garments to developed countries maintaining their product specifications/ desired ethical products.

* Corresponding Author

[1] Lecturer, Department of Business Administration, BGMEA University of Fashion and Technology (BUFT), Dhaka Bangladesh, Email: Farhana.karim@buft.edu.bd

1. Introduction

Sustainable business practices and ethical consumption patterns are the burning issues in the time of global business practices especially in developed countries. Environmental damage from improper methods of manufacturing, mistreat with the labor, degradation of social values is the common phenomenon in global business world. Specially, fast fashion rapidly increases the uses of fashion products that results in wasteful fashion consumption. So, it causes different level of environmental damages world-wide. And consumers become aware about environmental protection particularly in developed countries. Due to unceasing extravagant consumerism fashion become debatable issue from few years back. Fashion can educate consumers to be more ethical toward using attire that is synonymous of good life as ethical consumption of fashion can protect the world's environment by disposing it in a proper way. (Buchholz, 1998; Gibson and Stanes, 2011 & Aziz N.A., Anuar M.M., Omar K. & Mokhlis S, 2017).

Retailers are encouraged to take action as the emergence of new ethical fashion brands and the trend toward ethical fashion (Shen, Wang, Lo & Shum, 2012). As globalization made more jobs available in developing countries, businesses get access in low-priced labor cost and low production cost worldwide. Consequently, exploitation of human and natural resources increases. (Powell & Skarbek, 2006 & Gupta & Hodges, 2012). Developing countries like China, India, Bangladesh and Sri Lanka most of the production shifted to those countries (Gupta & Hodges, 2012). In supply chain management (SCM), concern for ethics increase only for globalization (Svensson, 2009 & Pollari,2016). Along with the global shift of garment production to developing countries, the fast development of telecommunications and the internet the awareness of moral issues in fashion SCM has been also increased (Perry, 2012 & Pollari, 2016).

The fashion consumers' attention rapidly sparked after the detection of numerous sweatshop scandals in the 1980's and 1990's and consequently this directed to the rise of ethical fashion (Shen, Wang, Lo, Shum, 2012). The Coordinator Commission chairman, Denis Oswald (Olympic Movement, 2012) stated that organizing committee assured to deliver an outstanding event and embed sustainability into its plans to ensure moral values run through the heart of the Olympic games (Dielemans & Zanni, 2012). Within very short time after this statement the Play Fair Campaign published an official report disgracing the ethical principles of the Olympic organizations since they are used to produce sportwear for the Olympic games with sweatshop practices. Instantly, this news spread around the world and again awareness on ethical fashion issues is rising. (Dielemans & Zanni, 2012). So, this Olympic game count as a change driver. For example, in UK ethical clothing sales grew by 72% in 2011 comparing to the year 2010 and reached £177 million (Co-operative Bank Ethical Consumerism Report, 2011 & Dielemans & Zanni, 2012). Sweden is an example for other countries as it acts like pioneer in sustainable and moral practices into business and society. From ethical consumption perspective Sweden is a leading country in Europe (Ekström, 2011 & Dielemans & Zanni, 2012).

Specially after the incidence of Rana Plaza collapse in Bangladesh manufacturing factories receive criticism for poor working condition (Kozlowski, Searcy, & Bardecki, 2015). The fashion industry not only receive negative feedback for social concerns involving human labor but also get criticism for different environmental effects like the use of hazardous chemicals, large water consumption, and major waste volumes from the fast fashion system (Allwood, University of Cambridge, & Institute for Manufacturing, 2006). Consumers become concerned for unethical production of goods because of these issues. Consequently, more retailers are taking part in the movement of increasing green consumerism and importance of keeping the ethical production (Weiner, 2017).

According to "Bangladesh remains 2nd largest," (2018) data Bangladesh is the second largest apparel exporter in the World after China. The data revealed that Bangladesh held on to its status in the world in FY 2017-18, accounting for 6.5 percent share of the market.
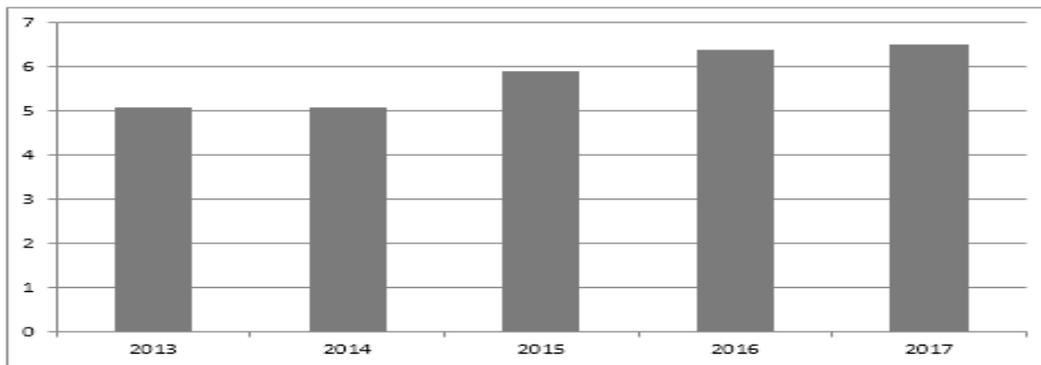
Figure 1. Gradual Growth of RMG exporting of Bangladesh. Source: (Bangladesh remains 2nd largest, 2018)

Table 1. Country Wise Global Market Share.

Country	Global Market Share in%	Export Earnings in $Billion
China	34.4	158
Bangladesh	6.5	29
Vietnam	5.9	27
India	4.1	18
Turkey	3.3	15
Indonesia	1.8	8
Cambodia	1.6	7

Source. (WTO, 2018)

"In every consideration, Bangladesh has the highest number of green garment factories in the world," said the USGBC (Mirdha, 2019: Para. 3). "Of the 24 platinum-rated LEED (Leadership in Energy and Environmental Design) factories in Bangladesh, six are amongst the top 10 in the world" (Mirdha,2019: Para. 2). "Overall, the total number of LEED-certified garment factories in Bangladesh is 90, including the 24 platinum rated buildings, according to the USGBC" (Mirdha,2019: Para. 4). But this view is from producer side and eventually then comes the consumers' perspective of this supplier country, whether they are concerned about environment and ethical products or not.

The whole scenario creates interest to the researcher's mind to identify the current fashion consumers' awareness level toward ethical purchasing behavior in Bangladesh. Researcher's whole endeavor is to find out consumers' awareness on ethical purchasing behavior, their willingness to pay more for higher quality product and attitude toward environmentally friendly brand.

2. Literature Review

2.1 Fashion

At any specified time when a huge segment of individuals prefers the prime style of clothing, then it can be defined as fashion (Easey, 2009). "Fashion involves change, defined as a succession of short-term trends or fads. There can be fashions in almost any human activity from medical treatments to popular music." (Easey, 2009). "It involves the exercise of creative design skills which results in products that range from the basic to the rare and elaborates." (Easey, 2009). Fashion not only satisfies the physical needs but also fulfills the emotional needs such as expressing uniqueness and position in the society (Niinimäki, 2010). In different research works, it has been found that fashion and style are related factors for making decision in buying clothes (Shaw, Hogg, Wilson, Shiu, & Hassan, 2006). It emerges from the fact that clothing does not count as a useful product usually, rather it signifies an individual figuratively (Shaw et al., 2006) and it helps to develop self-identity (Hustvedt & Dickson, 2009).

2.2 Consumer Behavior

"Consumer behavior is defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behavior focuses on how individual consumers and families or households make decisions to spend their available resources (time, money, effort) on consumption-related items. That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase, the impact of such evaluations on future purchases, and how they dispose of it." (Schiffman, Kanuk, Kumar & Wisenblit, 2010).

2.3 Ethical Production and Ethical Consumption

Definition of the term "ethical" is quite difficult since it depends on individual perception and the society where he / she belongs (Weiner, 2017). Definition of consumer ethics is the right ideologies and values that support people in their using, gaining and disposing of goods (Muncy and Vitell,1992).

Moral consumption is explained as end users picking biodegradable goods, being communally accountable and taking part in activities that may pay to defend/ preserve the civil rights, animal rights and well-being and the environment (Tallontire, Erdenechimeg, & Blowfield, 2001; Fraj & Martinez, 2006). Ethical purchasers are those who "have political, religious, spiritual, environmental, social or other motivations for choosing one product over another" (Harrison, Newholm, & Shaw, 2005). Socially conscious consumer is "a consumer who takes into account the public consequences of his or her private consumption or who attempts to use his or her purchasing power to bring about social change" (Webster, 1975). Ethical judgement is "generalized perceptions of good and bad of individual behavior" (Valentine & Rittenburg, 2004). Ethical consumption is "the degree to which consumers prioritize their own ethical concerns when making product choices" (Shaw & Clarke, 1998).

As consumer awareness and consumer demand of ethically produced products is increasing, ethical manufacturing has become increasingly important in the fashion industry (Guerrini & Ranfagni, 2013 & Weiner, 2017). This consciousness of the fashion industries about ethically manufactured product make them aware of their responsibility to the society (Beard, 2008 & Weiner, 2017). There are many brands who are producing fashion products that are not detrimental to the environment or the worker though few fashion retailers are not concerned about society and the environment, and so are utilizing child labor (Sweeny, 2015 & Weiner, 2017). CSR practices among companies are increasing because companies want to establish, they are not only concerned for profit but also, they are concerned for human (Lee & Lee, 2015 &Weiner, 2017). Companies consider CSR a salient aspect for enlightening image and sales since consumer buying decision is vastly influenced by the brand image of any companies (Carrigan & Attala, 2001& Weiner, 2017).

Table 2. Types of Ethical Consumption.

Type	Product-Oriented Purchasing	Company-Oriented Purchasing
Boycotts	Aerosols; timber from unsustainable forestry	Philip Morris, Nike, Nestle
Positive Buying	Fair-Trade mark; Blue Angel Eco label; Green Apple	Body Shop against animal testing
Fully Screened-ethical ratings across whole product area	Green Consumers Guide	Ethical screening of investments
Relationship Purchasing-consumers seek to educate sellers about their ethical needs	Community Supported Agriculture USA, UK	Individual consumer building relationship with shopkeepers
Anti-consumerism/ Sustainable Consumerism	Avoiding unsustainable products (cars)	Adbusters

Source. Harrison R., Newholm T. & Shaw D. (2005)

2.4 Ethically Produced Fashion Products

Sustainable, eco- friendly, fair trade practices, and recycling all are under Ethical production (http://fashionhedge.com). Sustainability refers to the durability of systems and process, and not being detrimental to the environment. Fair trade refers to the way workers are treated during the manufacturing process, working conditions, age-appropriate labor and reasonable working hours. Recycled can mean the use of recycled materials for making products and/or the packaging, and the use of eco-labels (Chan & Wong, 2012). Ethical fashion, green fashion, and sustainable fashion are often used interchangeably and describe the same concept (Shen, Richards, & Liu, 2013). When clothing is manufactured considering fair trade principles in sweatshop free work conditions and reducing the environmental harmfulness of the process can be defined as ethical fashion (Joergens, 2006).

Table 3. Fair Trade Principles (FTP)

Sl.	Principles	Explanation
1.	Creating opportunities for economically disadvantaged producers.	Poverty reduction by making producers economically independent.
2.	Transparency and accountability	Involving producers in important decision making.
3.	Fair trading practices	Trading fairly with concern for the social, economic and environmental well-being of producers.
4.	Payment of a fair price	Paying producers, a fixed price by mutual agreement, ensuring socially acceptable wages depending on the location.
5.	Ensuring no child labor and forced labor	Adhering to the United Nations (UN) Convention on children's rights.
6.	Commitment to non- discrimination, gender equity and women's economic empowerment and freedom of association.	Respecting the trade union rights and rejecting discrimination based on gender, religion or ethnicity.
7.	Ensuring good working conditions	Providing a safe and healthy working environment for producers and workers in line with the International Labor Organization (ILO) conventions.
8.	Providing capacity building	Seeking to develop the skills of producers and workers so they can continue to grow and prosper.
9.	Promoting fair trade	Raising awareness for the need of greater justice in world trade by trading fairly with poor communities.
10.	Respect for the environment	Caring for the environment by maximizing use of sustainable energy and raw materials while minimizing waste and pollution.

Source. ("The 10 principles of Fair Trade," 2016)

Table 4. Ethical Issues from Producers to Consumers

Supply Chain Channel	Ethical Issues
Producers	• Fair wages • Working conditions • Child labour • Fair prices • Ecologically sustainable production • Product safety • Disregards of intellectual property rights • Counterfeit
Middlemen	• "Fair share" on wealth creation • Fair treatment/ relationship to producers • Discriminatory sales policies • Heavy handed purchasing policies • Exclusive territories
Retailers	• (Truthful) packaging • Misguiding/incomplete labelling • False advertising • Misleading bargain offer • Ethical positioning • Cause related marketing
Consumers	• Shop lifting • False complaints • Abuse of sales stuff • Disregard of copyright • Willingness to buy non-deceptive counterfeits • Importance of ethical and ecological issues

Source. (Schlegelmilch & Öberseder, 2007)

2.5 Dollar Voting

When consumer practice purchasing considering the influence of purchases can be defined it as dollar voting. It is said that every dollar consumed as a ballot for what anyone believe in. Consideration for environment, human rights, social and cultural values are the usual elements for dollar voting. It is mentioned in many theories that dollar voting can be solved many of the world's problem since manufacturer who harm the environment or mistreat communities would rapidly dissolve (Spacey, 2016: Para.1).

From economics view point, dollar voting is used to elucidate how the buying choices of consumers affect which products will continue to be produced and supplied to the market. When a consumer pays one dollar for a particular product it is count as a

dollar vote to that product, the product that gets the highest dollar votes can generate the highest profit and so will continue to be manufactured (https://www.investordictionary. com/definition/dollar-voting).

Does creating a greener world mean works for all people? Here dollar voting is the most important tool for it. A powerful way of voting every day to assist local communities, fair wages and a healthy planet depends on where an individual spend and invest money. (https://greenamerica.org/blog). Elaborately it mentions that-

- Purchase from a local business each time means that community is worth more than a big-box store sale.

- Consume organic product every time that is those consumers tell the world they want more farmers to grow healthy, safe food.

- Every time purchase certified fair trade, means consumers are fighting for poverty.

- When a consumer purchase from a business that owned by women or people of color each time means, that consumer is assisting to build an inclusive economy.

- If consumers don't purchase anything regularly, it means that consumer tell the world you don't need more stuff to have a good life.

That is why, the researcher tries to find out about its consumers, as Bangladesh is a developing country and 2nd largest exporter country of fashion clothing, whether the fashion consumers are willing to pay more for sustainable products or not.

2.6 Attitude Behavior Gap

There are several researches where we have seen significant attitude behavior gap among consumers and retailers. In Italy, consumers are more prone to adopt sustainable product to encouraging environmental protection but they are willing to pay not more than 20% for the brand that produce sustainable fashion product (Ciasullo, Maione, Torre & Troisi, 2017).

From another research in UK it is found that though consumers are concerned about the environment, they are not that aware about environmental issues and that their attitude does not change into action to buy ethical or green fashion. (Marsh, Eckert & Potter, 2010). Consumers are inconsistent in their behavior, they behave differently what their stated attitude are, though they want to behave in a certain manner, different situations compel them to act otherwise (Marsh, et al., 2010). Some people are concerned for self-image and some are influenced by the peer group (Marsh, et al., 2010).

Different explicit and implicit factors play important roles behind purchasing fashion item like some originate from garments itself and some from societal role of purchasing. (Marsh, et al., 2010).

	Implicit	Explicit
External Weather in society	Image	Peer Group pressure
		Must have items
	Brand Image	
		Occasion
	Garments	
Internal Garments properties	Fit	Care
	Color	Price
	Style	Types of fabric

Figure 2. Factors Affecting the Purchasing of Fashion Items.
Source. (Marsh, et al., 2010).

As socio-economic overview is different from developed countries to developing countries, the researcher here also tries to find out the factors influencing behind purchasing fashion products and their attitude toward ethical brands.

2.7 Theoretical Framework

2.7.1 Theory of Planned Behavior (TPB)

Ajzan developed the theory of planned behavior that depicts the link between behavior and individuals' attitude, intensions, subjective norm and perceived behavioral control. It shows the relationship between attitude and behavior, assuming that individual's behavior is a straight consequence of that person's inclination to behave in a certain way. (Shaw, 2005& Pollari, 2017). Theory of planned behavior (TPB) is the extension of theory of Reasoned Action (TRA). Both these theories developed from the assumption that people act in a rational way. The intention to do the act in question is to be the supreme straight determinant of action. According to TPB individuals' intentions (Behaviors) are the consequences of three basic determinants; personal factor, social pressure and issues of control (Ajzen, 2005& Pollari, 2017).
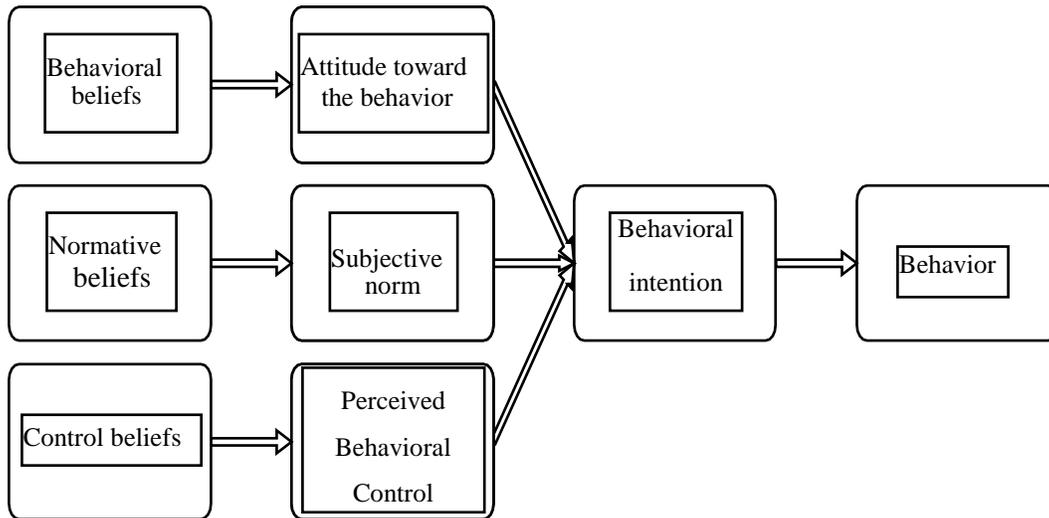
Figure 3. The theory of planned behavior. Source: (Shaw, 2005 & Pollari, 2017)

Combine effect of individual's beliefs and their assessment of them is to be the attitude toward doing the behavior according to Ajzen (Shaw, 2005 & Pollari, 2017). Behavioral beliefs are the beliefs behind attitude toward behavior (Ajzen and Fishben, 1980 & Pollari, 2017). They said that a person who believes that performing the behavior will not only lead to positive outcomes but also will hold favorable attitude toward that behavior. Normative beliefs are those beliefs that are underlying subjective norm. It clarifies individual's belief about the extent to which specific people think they should or should not perform particular behaviors. Finally, perceived behavioral control comes from control beliefs that lead to the perception of possessing or not possessing the capacity to perform the behavior (Ajzen, 2005 & Pollari, 2017).

The personal factor that stimulates one intention is one's attitude toward the behavior. More general attitude toward objects or people is differs from attitude toward behavior. A person's positive or negative assessment of doing a particular behavior is described by the attitude toward behavior (Ajzen, 2005 & Pollari, 2017). In fact, it shows the person's favorable or unfavorable mood of performing the behavior. Person's more favorable attitude toward the behavior results in stronger intention to perform the behavior. (Ajzen & Fishbein, 1980 & Pollari, 2017)

The previous assumption has been challenged by the TRA and TPB and alleged that how an individual behaves toward a target depends on the person's attitude toward that target e.g. it is assumed that it is inadequate if a person's attitudes toward ethical fashion would determine their purchase behavior of ethical fashion. Whatever the target, emphasis should be on attitude toward the behavior (Ajzen & Fishbein, 1980& Pollari, 2017). Hence, in this research, the focus is given on ethical purchasing behavior of

fashion consumer along with fashion consumers' awareness level toward ethical purchasing behavior.

According to Ajzen, the second determinant behind behavioral intentions is the perceived social pressure while performing or not performing the particular behavior. This factor is known as subjective norm. It is subjective because this feature does not count the actual pressure a person receives. Hence, how people think an individual should behave might not even be completely reflected. Subjective norms mainly refer that people who are important to an individual perceived social pressure come from them. TPB depicts that individuals intend to behave more likely to the way of those people whom they consider important (Ajzen & Fishbein, 1980 & Pollari, 2017).

Perceived behavioral control, the third factor that was added to the original TRA and formed the TPB. This factor depicts that people feel that they have the capability and opportunity to perform the behavior. It is notable that in a given situation perceived behavioral control does not deal with the real control the individual possesses. Some valuable information can be provided by this factor depending on how well the perceived behavioral control corresponds to actual control. Some realistic constrains into the assessment can be added by the perceived control though intention for the maximum portion reflects the intention to do a certain behavior. It is believed that perceived behavioral control possesses motivational influence on intention. Even if the important person supported the behavior and they also have the positive attitude toward the behavior people are not willing to form strong intention to it if they believe they don't have the means or the opportunity to do a behavior (Ajzen & Fishbein 1980 & Pollari, 2017).

2.7.2 Theory of Reasoned Action

According to theory of reasoned action intention is antecedent of any behavior. The more likelihood of the behavior to occur when intention is stronger. (Ajzen and Madden, 1986 & Pinar, 2017)

2.7.3 Consumer Attitude Formation

"Attitudes are a learned orientation or predisposition to a given situation, person, object or idea resulting in a tendency to respond favorably or unfavorably" (Easey, 2009). The three main components of attitude are-the cognitive, affective and conative (Easey, 2009). The cognitive aspect denotes that whether the information or knowledge possessed by the consumers are accurate or complete consumers believe those are truth (Easey, 2009). Consumers state of mind regarding fashion marketing offerings are evaluated in terms of, for example, like and dislike or good and bad that are stated by the affective component (Easey, 2009). Finally, the conative dimension states the behavioral dimension of attitudes that is usually expressed a willingness, or not, to purchase within stated time (Easey, 2009).

The model below shows the link between purchase behavior and consumer attitude, though it is argued that attitudes develop or become evident after buying the product sometimes. (Easey, 2009).
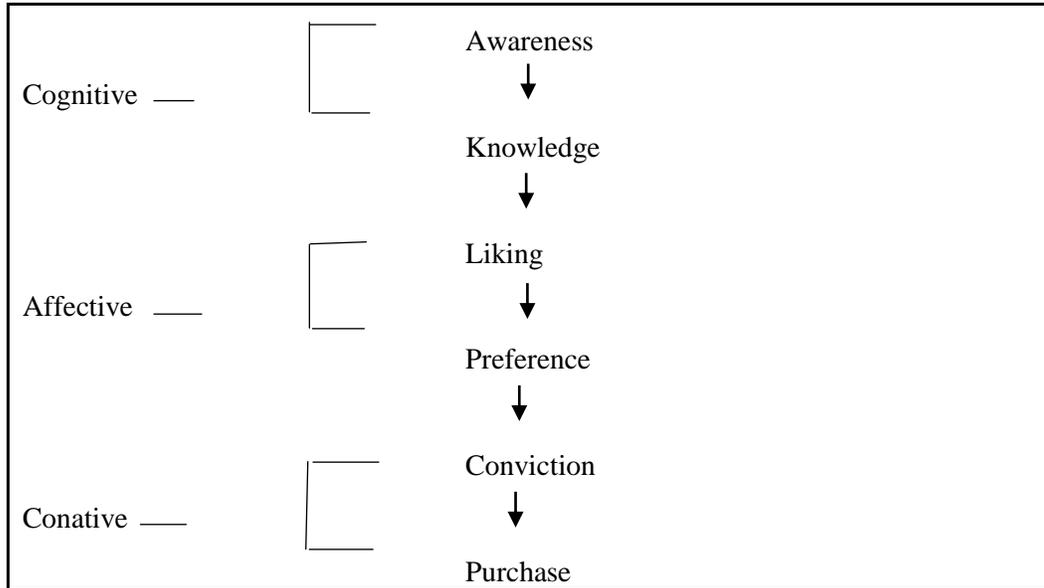
Figure 4. Attitude Components and Buying Behavior.
Source. (Easey, 2009)

According to other writers, liking may precede knowledge in certain conditions. (Easey, 2009). Positive attitude toward a particular variable may not lead to positive buying behavior, the vital factors to consider are the evaluation of the attitude towards the act of buying and the identification of normative beliefs (Ajzen & Fishbein, 1980 & Easey, 2009). A small part of this research focus on favorable or unfavorable attitude toward making a buying decision of fashion products. Specially, in Bangladesh, researcher want to find out the consumers' attitude toward different environmental issues, product price, societal and labor issues in choosing a particular fashion brand factors influencing buying decision of fashion products.

3. Methodology

The data for this research has been collected using cluster sampling and simple random sampling. Data has been collected from 218 respondents both from male and female using questionnaire. Some part of the data are analyzed through SPSS, excel and a few manually. To draw hypothesis z-test has been done. Besides, researcher has done cross tabulation, frequencies distribution, percentage and draw chart for clear view of the findings. Along with this researcher has been used ranking order scale for identifying

most influential factor behind buying fashion products and semantic differential scale has been used to measure consumers attitude toward a brand considering different bipolar adjectives while purchasing.

3.1 Research Questions

1. What is the awareness level of Bangladeshi fashion consumers toward ethical purchasing behavior as one of the major producers/exporter countries of fashion clothing in developed countries like USA, Germany, UK and Sweden?

2. What are the factors influencing buying decision of fashion products?

3. Find out the attitude toward environmentally friendly brand.

4. Is there any attitude behavior gap among fashion consumers?

3.2 Hypothesis

3.2.1 Main Hypothesis

1. Is there any significant awareness regarding ethical purchasing behavior as consumers of fashion clothing in Bangladesh?

2. Are the fashion consumers significantly concerned about environment issues in Bangladesh?

3.2.2 Sub Hypothesis

1. Is the awareness level of higher educated fashion consumers higher than lower educated consumers toward ethical purchasing behavior?

2. Is there any difference in awareness level in between male and female fashion consumers?

3. Do fashion consumers of Bangladesh have significant willingness to pay more for ethical products?

4. Data Analysis & Result

To identify the real scenario of about ethical purchasing behavior of fashion consumer in Bangladesh area sampling and simple random sampling has been conducted within Dhaka city. In total 218 respondents are interviewed directly. Among them 165 respondents are male and 53 are female (Table 7). Analyzing sex of the respondents it is showed highly skewed (Table 5). But in case of age range, monthly income and respondents' residence data (Table 5) are moderately skewed (positively). At the same time data of educational level and professions of respondents are negatively skewed (Table 6).

Table 5. Statistical Measurement (Demographic data analysis)

		What is the Gender of Respondent?	What is the Age Range of Respondent?	What is the Monthly Income of Respondent?	Where does the Respondent live in Dhaka city?
N	Valid	218	218	209	211
	Missing	0	0	9	7
Mean		1.2431	2.0826	2.3636	6.0569
Std. Deviation		.42995	.84383	.98636	3.43880
Skewness		1.206	.539	.310	.027
Std. Error of Skewness		.165	.165	.168	.167

Source: Authors' Calculation.

Table 6. Statistical Measurement (Demographic data analysis).

		What is the Educational level of Respondent?	What is the Educational level (Non-Graduate or Graduate) of Respondents?	What does the Respondent do?
N	Valid	211	211	206
	Missing	7	7	12
Mean		2.3365	2.3128	5.9806
Std. Deviation		.79615	.77261	2.08118
Skewness		-.109	-.105	-.413
Std. Error of Skewness		.167	.167	.169

Source: Authors' Calculation.

Table 7. Gender of Respondents.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	165	75.7	75.7	75.7
	Female	53	24.3	24.3	100.0
	Total	218	100.0	100.0	

Source: Authors' Calculation.

Table 8. Age Range of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-25 Yrs.	54	24.8	24.8	24.8
	26-35 Yrs.	107	49.1	49.1	73.9
	36-45 Yrs.	42	19.3	19.3	93.1
	46-55 Yrs.	15	6.9	6.9	100.0
	Total	218	100.0	100.0	

Source. Authors' Calculation.

Table 9. Monthly Income of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20,000(BDT)	41	18.8	19.6	19.6
	20,000-40,000(BDT)	87	39.9	41.6	61.2
	40,001-60,000(BDT)	45	20.6	21.5	82.8
	60,000 plus (BDT)	36	16.5	17.2	100.0
	Total	209	95.9	100.0	
Missing	System	9	4.1		
Total		218	100.0		

Source. Authors' Calculation.

Table 10. Respondents' Residences in Dhaka City.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gulshan	18	8.3	8.5	8.5
	Banani	29	13.3	13.7	22.3
	Uttara	32	14.7	15.2	37.4
	Bashundhara	9	4.1	4.3	41.7
	Panthopath	21	9.6	10.0	51.7
	Mirpur	19	8.7	9.0	60.7
	Mohammadpur	25	11.5	11.8	72.5
	Baily Road	10	4.6	4.7	77.3
	Old Dhaka	20	9.2	9.5	86.7
	Dhanmondi	24	11.0	11.4	98.1
	Other	4	1.8	1.9	100.0
	Total	211	96.8	100.0	
Missing	System	7	3.2		
Total		218	100.0		

Source. Authors' Calculation.

Table 11. Educational Levels of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	H.S.C.	33	15.1	15.6	15.6
	Honors	84	38.5	39.8	55.5
	Masters	84	38.5	39.8	95.3
	Doctorate or Above	10	4.6	4.7	100.0
	Total	211	96.8	100.0	
Missing	System	7	3.2		
Total		218	100.0		

Source. Authors' Calculation.

Table 12. Number of Non-Graduates and Graduates of Respondents.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Non-Graduate	32	14.7	15.2	15.2
	Graduate	179	82.1	84.8	100.0
	Total	211	96.8	100.0	
Missing	System	7	3.2		
Total		218	100.0		

Source. Authors' Calculation.

Table 13. Occupations of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Engineer	10	4.6	4.9	4.9
	Doctor	3	1.4	1.5	6.3
	Teacher	14	6.4	6.8	13.1
	High/Managerial Level Job Holder	59	27.1	28.6	41.7
	Executive Level Job Holder	55	25.2	26.7	68.4
	Businessman	36	16.5	17.5	85.9
	Other	29	13.3	14.1	100.0
	Total	206	94.5	100.0	
Missing	System	12	5.5		
Total		218	100.0		

Source. Authors' Calculation.

Table 14. Influential Factors to Purchase Fashion Products

Occupation	Mean	Rank
Price	3.0357	2.0000
Quality	1.7092	1.0000
Brand Values	3.1327	3.0000
Availability	4.0051	4.0000
Family	5.4337	5.0000
Reference Group	7.2602	7.0000
Social Status	5.6480	6.0000
Religion	8.1786	8.0000
Environmental Factor	8.4184	9.0000
Culture	8.1786	8.0000

Source. Authors' calculation.

4.1 Main Hypothesis 1

Is there any significant awareness regarding ethical purchasing behavior as consumers of fashion clothing in Bangladesh?

Table 15. Statistical Data of Respondents' Awareness about Ethical Purchasing Behavior.

N	Valid	218
	Missing	0
Mean		1.8119
Median		2.0000
Mode		2.00
Std. Deviation		.39167
Skewness		-1.608
Std. Error of Skewness		.165
Minimum		1.00
Maximum		2.00

Source: Authors' Calculation.

Table 16. Responds of Respondents' Awareness about Ethical Purchasing Behavior

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	41	18.8	18.8	18.8
	No	177	81.2	81.2	100.0
	Total	218	100.0	100.0	

Source: Authors' Calculation.

Null Hypothesis: H0: $\pi \le 0.50$ (Most of the consumers are not aware of ethical purchasing behavior).

Alternate Hypothesis: Ha: $\pi \,\square\, 0.50$ (Most of the consumers are aware of ethical purchasing behavior).

Level of significance: α= 0.01

Test Statistic: $$Z = \frac{p-\pi}{\sqrt{\pi(1-\pi)/n}} \qquad (1)$$

Where,

Z = Test Statistics

n= Sample size

π= Null hypothesized value

p= Observed proportion

Decision Rule: This is one tailed test and right tailed test. The area is between zero and critical value 0.4900. Critical z value is 2.33.

Calculation: Here,   p= 0.188

                                     $\pi = 0.50$

                                     n= 218

                                     z= -9.21

Calculated z value is in the acceptance region. So, we can accept the null hypothesis.

Decision: Most of the customers do not know about ethical purchasing behavior.

4.2 Main Hypothesis 2

Are the fashion consumers significantly concerned about environment issues in Bangladesh?

Table 17. Statistical Data of whether Respondents are Concerned or not about Environment.

N	Valid	218
	Missing	0
Mean		1.2385
Median		1.0000
Mode		1.00
Std. Deviation		.42717
Skewness		1.236
Std. Error of Skewness		.165
Minimum		1.00
Maximum		2.00

Source. Author's Calculation.

Table 18. Respondents' Responses about Environmental Issue.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	166	76.1	76.1	76.1
	No	52	23.9	23.9	100.0
	Total	218	100.0	100.0	

Source. Author's Calculation.

Null Hypothesis: H0: $\pi \leq 0.50$ (Most of the fashion consumers are not concern about environment issues in Bangladesh.)

Alternate Hypothesis: Ha: $\pi \;\square\; 0.50$ (Most of the fashion consumers significantly concerned about environment issues in Bangladesh.)

Level of significance: $\alpha = 0.01$

Test Statistic:
$$Z = \frac{p-\pi}{\sqrt{\pi(1-\pi)/n}}$$
(2)

Where,

Z = Test Statistics

n= Sample size

π= Null hypothesized value

p= Observed proportion

Decision Rule: This is one tailed test and right tailed test. The area is between zero and critical value 0.4900. Critical z value is 2.33.

Calculation: Here,   p= 0.761

$\pi = 0.50$

n= 218

z= 7.7072

Calculated z value is not in the acceptance region. So, null hypothesis is rejected and alternative hypothesis is accepted.

Decision: According to hypothesis test it is found that most of the fashion consumers significantly concerned about environment issues in Bangladesh.

4.3 Sub Hypothesis 1

Is the awareness level of higher educated fashion consumers higher than that of lower educated consumers toward ethical purchasing behavior?

Table 19. Awareness about Ethical Purchasing Behavior among Non-Graduates and Graduates.

Educational Level	Aware	Not Aware	Total	Proportion of Awareness
Non-graduates	6	27	33	0.1818
Graduates	34	144	178	0.191
Total	40	171	211	0.1896

Source: Author's Calculation.

Null Hypothesis: H0: $\pi_1 = \pi_2$ (There is no significant difference between the awareness levels of non-graduate and graduate consumers about ethical purchasing behavior).

Alternate Hypothesis: Ha: $\pi_1 \neq \pi_2$ (There is significant difference between the awareness levels of non-graduate and graduate consumers about ethical purchasing behavior).

Level of significance: α= 0.05

Test Statistic:
$$Z = \frac{p1 - p2}{\sqrt{\frac{pc(1-pc)}{n1} + \frac{pc(1-pc)}{n2}}}$$ (3)

Where,

p_1= Proportion of awareness (Non-graduates)

p_2 = Proportion of awareness (Graduates)

p_c= Total Proportion of awareness

n_1 = Sample size (Non-graduates)

n_2 = Sample size (Graduates)

Decision Rule: This is a two tailed test. The area is between zero and critical value 0.4750. Critical z values are 1.96 and -1.96.

Calculation: Here, p_1= 0.1818

p_2 = 0.1910

p_c= 0.1896

n_1 = 33

n_2 = 178

Calculated z = -0.1238

Calculated z value is in the acceptance region. So, null hypothesis can be accepted.

Decision: There is no significant difference between the awareness levels of non-graduate and graduate consumers about ethical purchasing behavior

4.4 Sub Hypothesis 2

Is there any significant difference between the awareness levels of male and female consumers about ethical purchasing behavior?

Table 20. Awareness about Ethical Purchasing Behavior among Male and Female Respondents.

Gender	Aware	Not aware	Total	Proportion of Awareness
Male	29	136	165	0.1758
Female	12	41	53	0.2264
Total	41	177	218	0.1881

Source. Authors' Calculation.

Null Hypothesis: H0: $\pi_1 = \pi_2$ (There is no significant difference between the awareness levels of male and female consumers about ethical purchasing behavior).

Alternate Hypothesis: Ha: $\pi_1 \neq \pi_2$ (There is significant difference between the awareness levels of male and female consumers about ethical purchasing behavior).

Level of significance: α= 0.05

Test Statistic:

$$z = \frac{p1 - p2}{\sqrt{\frac{pc(1-pc)}{n1} + \frac{pc(1-pc)}{n2}}} \qquad (4)$$

Where:

p_1= Proportion of awareness (Male)

p_2 = Proportion of awareness (Female)

p_c= Total Proportion of awareness

n_1 = Sample size (Male)

n_2 = Sample size (Female)

Decision Rule: This is a two tailed test. The area is between zero and critical value 0.4750. Critical z values are 1.96 and -1.96.

Calculation: Here, p_1= 0.1758

P_2 = 0.2264

p_c= 0.1881

n_1 = 165

n_2 = 53

Calculated z = -0.82

Calculated z value is in the acceptance region. So, we can accept the null hypothesis.

Decision: There is no significant difference between the awareness levels of male and female consumers about ethical purchasing behavior.

4.5 Sub Hypothesis 3

Do fashion consumers of Bangladesh have significant willingness to pay more for ethical products?

Table 21. Consumers' Response about Willingness to Pay More for Ethical Products.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	208	95.4	95.4	95.4
	No	10	4.6	4.6	100.0
	Total	218	100.0	100.0	

Source. Authors' Calculation.

Null Hypothesis: H0: $\pi \leq 0.50$ (Most of the fashion consumers of Bangladesh have no significant willingness to pay more for ethical products).

Alternate Hypothesis: Ha: $\pi \square 0.50$ (Most of the fashion consumers of Bangladesh have significant willingness to pay more for ethical products).

Level of significance: $\alpha = 0.01$

Test Statistic:
$$z = \frac{p - \pi}{\sqrt{\pi(1-\pi)/n}} \tag{5}$$

Where,

Z = Test Statistics

n = Sample size

π = Null hypothesized value

p = Observed proportion

Decision rule: This is one tailed test and right tailed test. The area is between zero and critical value 0.4900. Critical z value is 2.33.

Calculation: Here,   p = 0.954

$\pi = 0.50$

n = 218

z = 13.404

Calculated z value is not in the acceptance region. So, we can accept the alternative hypothesis.

Decision: Most of the fashion consumers of Bangladesh have significant willingness to pay more for ethical products.

4.6 Consumer Attitude toward Choosing a Particular Brand of Fashion Products

Table 22. Statistical Measurement Data.

		Please point your opinion in between two opposite view of a brand in case of buying a fashion product?	Please point your opinion in between two opposite view of a brand in case of buying a fashion product?	Please point your opinion in between two opposite view of a brand in case of buying a fashion product?	Please point your opinion in between two opposite view of a brand in case of buying a fashion product?	Please point your opinion in between two opposite view of a brand in case of buying a fashion product?
N	Valid	218	214	218	218	218
	Missing	0	4	0	0	0
Mean		4.5550	2.2430	3.2110	2.6147	2.5688
Median		5.0000	1.0000	3.0000	3.0000	3.0000
Mode		5.00	1.00	5.00	1.00	1.00

Source: Authors' Calculation.

Table 23. Statistical Measurement.

		Please point your opinion in between two opposite view of a brand in case of buying a fashion product?	Please point your opinion in between two opposite view of a brand in case of buying a fashion product?	Please point your opinion in between two opposite view of a brand in case of buying a fashion product?
N	Valid	218	217	218
	Missing	0	1	0
Mean		3.1789	4.0461	3.7936
Median		3.0000	5.0000	4.0000
Mode		3.00	5.00	5.00

Source. Authors' Calculation.

4.7 Please Point Your Opinion in Between Two Opposite View of a Brand in Case of Buying a Fashion Product?

Table 24. Harmless/Harmful Product for Health (Semantic Differential Scale).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Influential at all	3	1.4	1.4	1.4
	Moderately Influential	39	17.9	17.9	19.3
	Influential	7	3.2	3.2	22.5
	Very Influential	169	77.5	77.5	100.0
	Total	218	100.0	100.0	

Source. Authors' Calculation.

Table 25. CSR Concern/ No CSR Concern (Semantic Differential Scale).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Influential at all	114	52.3	53.3	53.3
	Slightly Influential	10	4.6	4.7	57.9
	Moderately Influential	47	21.6	22.0	79.9
	Influential	10	4.6	4.7	84.6
	Very Influential	33	15.1	15.4	100.0
	Total	214	98.2	100.0	
Missing	System	4	1.8		
Total		218	100.0		

Source: Authors' Calculation.

Table 26. Eco-Friendly Product/ Non-Eco-friendly Product (Semantic Differential Scale).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Influential at all	70	32.1	32.1	32.1
	Slightly Influential	2	.9	.9	33.0
	Moderately Influential	43	19.7	19.7	52.8
	Influential	18	8.3	8.3	61.0
	Very Influential	85	39.0	39.0	100.0
	Total	218	100.0	100.0	

Source. Authors' Calculation.

Table 27. Ecologically Disposal/Non- Ecologically Disposal (Semantic differential scale).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Influential at all	88	40.4	40.4	40.4
	Slightly Influential	13	6.0	6.0	46.3
	Moderately Influential	58	26.6	26.6	72.9
	Influential	13	6.0	6.0	78.9
	Very Influential	46	21.1	21.1	100.0
	Total	218	100.0	100.0	

Source. Author's Calculation.

Table 28. Labor Well-Fare Concern/ No Labor Well-fare Concern (Semantic Differential Scale).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Influential at all	93	42.7	42.7	42.7
	Slightly Influential	7	3.2	3.2	45.9
	Moderately Influential	61	28.0	28.0	73.9
	Influential	15	6.9	6.9	80.7
	Very Influential	42	19.3	19.3	100.0
	Total	218	100.0	100.0	

Source: Authors' Calculation.

Table 29. Expensive Product / Cheap Product (Semantic Differential Scale).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Influential at all	24	11.0	11.0	11.0
	Slightly Influential	18	8.3	8.3	19.3
	Moderately Influential	115	52.8	52.8	72.0
	Influential	17	7.8	7.8	79.8
	Very Influential	44	20.2	20.2	100.0
	Total	218	100.0	100.0	

Source. Authors' Calculation.

Table 30. Healthy Packaging /Non- Healthy Packaging (Semantic Differential Scale).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Influential at all	14	6.4	6.5	6.5
	Slightly Influential	2	.9	.9	7.4
	Moderately Influential	67	30.7	30.9	38.2
	Influential	11	5.0	5.1	43.3
	Very Influential	123	56.4	56.7	100.0
	Total	217	99.5	100.0	
Missing	System	1	.5		
Total		218	100.0		

Source. Author's Calculation.

**Table 31. Eco-Friendly Packaging / Non- Eco-Friendly Packaging
(Semantic Differential Scale.)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Influential at all	24	11.0	11.0	11.0
	Slightly Influential	2	.9	.9	11.9
	Moderately Influential	75	34.4	34.4	46.3
	Influential	11	5.0	5.0	51.4
	Very Influential	106	48.6	48.6	100.0
	Total	218	100.0	100.0	

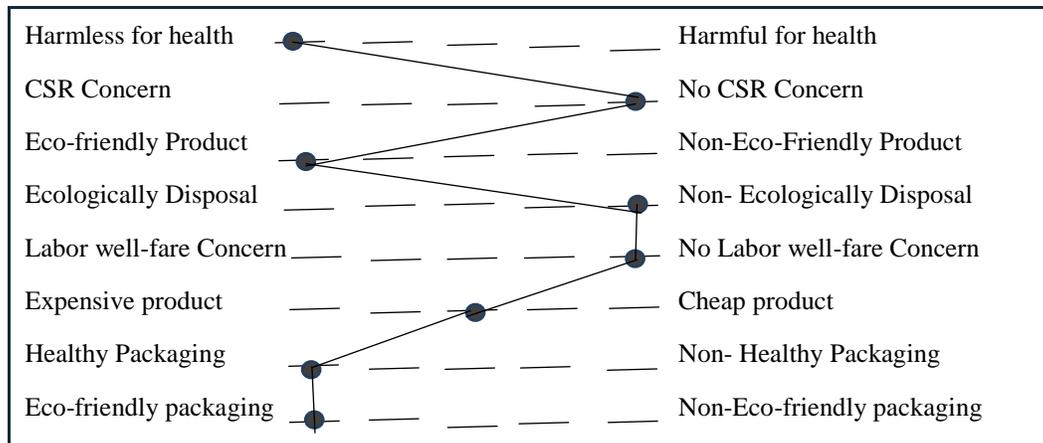Source. Author's Calculation.

Figure 5. Influential Factors for Choosing Brand for Fashion Products. (Considering Highest Frequency in Each bi-polar Adjective). Source: Author's Calculation.

5. Discussion

Due to rapid industrialization and over consumption pattern, environment of the world become unsustainable. As Bangladesh is the second largest readymade garments' producer and exporter in the world, the present study deals with the awareness level of fashion consumers toward ethical purchasing behavior in Bangladesh and also gives emphasis on finding whether fashion consumers of Bangladesh are concerned about environment friendly products or not and whether they are willing to pay more for environmentally friendly quality products or not.

It is obvious from main hypothesis that awareness level of fashion consumers toward ethical purchasing behavior is very poor in Bangladesh. Most of the consumers do not know about ethical purchasing behavior (Main hypothesis-1). Even there is no significant difference between the awareness levels of non-graduate and graduate consumers about ethical purchasing behavior (Sub hypothesis-1) as well as there is no significant variation in awareness level between male and female (Sub hypothesis -2). Though Bangladesh is the one of major fashion garments producing and exporter country the researcher did not find expected level of awareness about ethical purchasing behavior among fashion consumers.

From main hypothesis 2 the researcher can conclude that most of the fashion consumers are significantly concerned about environment issues in Bangladesh. Moreover. The fashion consumers are willing to pay more for environmentally friendly quality products (Sub hypothesis- 3). But the researcher has found here some attitude behavior gap among fashion consumers. When respondents are asked to rank different variables, which influence their buying decision of fashion products they first prioritize product quality and price is second, brand's value is third, availability is fourth, family is fifth, social status is sixth, reference group is seventh, religion and culture hold eighth position jointly and environmental factor as ninth (Table 14). In that situation it can be said that in case of buying any fashion product environmental issues do not influence their buying decision that significantly. Moreover, from semantic differential scale (Figure-5) it is observed that in choosing brand of fashion products price is not an important factor and it remains in neutral position (Brand choice is moderately influenced by product's price). Consumers show highly positive attitude toward the brand if it is harmless for health, has eco-friendly product, healthy and eco-friendly packaging. Reversely, while buying fashion products, they are not concerned about whether the brand is CSR concern, ecologically disposal, labor well-fare concerned or not (Figure-5). Nevertheless, it seems inconsistency in their opinion and finds attitude behavior gap among them. Besides, another important fact observed in this research is that brand values, product availability and family also play important role in influencing their fashion product buying decision as they ranked them third, fourth and fifth respectively (Table 14).

6. Recommendation

- 164.7 million People (World Health Organization [WHO], 2018) are living in Bangladesh. Approximately 23% of the population of Dhaka City reside under poverty line and remaining are considered middle and upper middle-class (United Nation Development program (United Nation Development Program [UNDP], 2016). Moreover, rest of the population who reside in outside Dhaka especially in the city areas in different districts can be under fashion consumers in near future. So, Bangladesh can be a great market for fashion product consumption along with exporting product in developed countries.

- Bangladesh is highly populous country and ethical products are mostly produced here for sending to developed countries. So, if manufacturers of this country take steps to make fashion consumers aware of this country along with exporting to developed countries, it will bring a sustainable environment and sustainable economic development here. Besides, it can reduce the risk like the Venezuela's Dutch disease syndrome happening in Bangladesh in near future.

- As it is observed that fashion consumers are mainly influenced by the quality products, and in choosing brand, they are less price sensitive, marketer can do vigorous campaign to make them aware about their fashion brands.

- Different types of social and environmental damages occurred from fashion products so marketer should take initiatives to make consumers aware toward ethical purchasing behavior and consumption of more ethical products that assist enhancement of the sustainable business environment.

- Government as well as national and international NGOs can take initiative to develop their awareness toward ethical purchasing behavior.

- Manufacturers can label their products as ethical or sustainable products to increase awareness about ethical consumption among consumers.

7. Conclusion

Due to gradual increase in population, consumption of every product increases, especially fast fashion consumption rises rapidly worldwide. As a result, industrialization grows and therefore, most of the lands are being occupied and other natural resources are being extinct day by day. At the same time different types of pollution like water and air pollution cause unsustainable environment for future generations. That is why, ethical consumption become more crucial contemporary issues globally. For environmental protection consumers' in-depth knowledge about ethical purchasing behavior and implementation in real life situation is vital for all.

Bangladesh is a highly populous country, and ethical products for sending to developed countries are mostly produced here. So, if this country's manufacturers take steps to raise awareness among this country's fashion consumers along with exporting to developed countries that will offer a green environment and sustainable economic growth. Besides, it can reduce the risk like the Dutches-Venezuela diseases syndrome happening in Bangladesh.

Ethical purchasing behavior is more behavioral than quantitative analysis can explain, so there are some rooms for doing further research to get clear view of consumers' awareness about ethical purchasing behavior by using Focus Group Discussion (FGD) or in depth interviews, especially to identify the extent of awareness regarding ethical purchasing behavior.

Finally, it can be said that as fashion consumers are not aware about the ethical purchasing behavior in Bangladesh marketers, NGOs and Government should take vigorous steps to educate fashion consumers about the issue meticulously.

References

Ajzen, I. (2005). *Attitudes, personality, and behavior*. UK: McGraw-Hill Education.

Ajzen, I., & Madden, T. J. (1986). Prediction of goal-directed behavior: Attitudes, intentions, and perceived behavioral control. *Journal of experimental social psychology*, *22*(5), 453-474.

Aziz N.A., Anuar M.M., Omar K. & Mokhlis, S. (2017). Fashion and environment: Antecedents of ethical consumer behavior. *International Business Management, 11*(1), 25-32.

Barnes, L., Lea- Greenwood, G., & Joergens, C. (2006). Ethical fashion: myth or future trend? *Journal of Fashion* Marketing and Management, *10*(3), 360-371. https://doi.org/ 10.1108/13612020610679321

Bangladesh remains 2nd largest RMG exporter (2018, August 7). *The Textile Today*, Retrieved from https://www.textiletoday.com.bd/bd-remains-2nd-largest-rmg-exporter-accounting-6-5-percent.

Beard, N. D. (2008). The branding of ethical fashion and the consumer: a luxury niche or mass-market reality? *Fashion Theory*, *12*(4), 447-467.

Buchholz, R. A. (1998). *Principles of environmental management: The greening of business*, USA: Prentice-Hall Inc.

Carrigan, M., & Attalla, A. (2001). The myth of the ethical consumer–do ethics matter in purchase behavior? *Journal of consumer marketing*, *18*(7), 560-578.

Choi, T. M., Lo, C. K., Wong, C. W., Yee, R. W., Shen, B., Wang, Y., & Shum, M. (2012). The impact of ethical fashion on consumer purchase behavior. *Journal of Fashion Marketing and Management*, *16*(2), 234-245. https://doi.org/10.1108/13612021211222842

Ciasullo, M., Maione, G., Torre, C., & Troisi, O. (2017). What about sustainability? An empirical analysis of consumers' purchasing behavior in fashion context. *Sustainability*, *9*(9), 1-18. https://doi.org/10.3390/su9091617

Crommentuijn-Marsh, Philipa; Eckert, Claudia and Potter, Stephen (2010). Consumer behavior towards sustainability in fashion. In: *KEER2010: International Conference on Kansei Engineering and Emotion Research 2010*, 2-4 Mar 2010, Paris, France.

Dielemans, E., & Zanni, M. (2012). *Ethical Fashion Consumerism: A Segmentation and Understanding of Young Swedish Consumers* (Master's thesis, Lund University). Retrieved form http://lup.lub.lu.se/luur/download?func=downloadFile&recordOId=2856657&fileOId =2856658

Easey, M. (Ed.). (2009). *Fashion marketing*. New Jersey, United States: John Wiley & Sons.

Edgeman, R., Neely, A., Eskildsen, J., Kozlowski, A., Searcy, C., & Bardecki, M. (2015). Corporate sustainability reporting in the apparel industry. *International Journal of Productivity and Performance Management,*. *64*(3), 377-397. https://doi.org/10.1108/ IJPPM-10-2014-0152

Ekström, K.M. (2011). *Consumer Behavior: a Nordic perspective*. Lund: Springer.

Fishbein, M., Jaccard, J., Davidson, A. R., Ajzen, I., & Loken, B. (1980). Predicting and understanding family planning behaviors. In I. Ajzen, & M. Fishbein (Eds.), *Understanding attitudes and predicting social behavior* Englewood Cliffs, NJ: Prentice Hall.

Fraj, E., & Martinez, E. (2006). Environmental values and lifestyles as determining factors of ecological consumer behaviour: an empirical analysis. *Journal of Consumer Marketing, 23(3), 133-144.*

Gibson, C. & Stanes, E. (2011). *Is green the new black? Exploring ethical fashion consumption. In T. Lewis & E. Potter (Eds.), Ethical consumption: a critical introduction* (pp. 169-185). Abingdon, UK: Routledge.

Guercini, S., & Ranfagni, S. (2013). Sustainability and luxury: the Italian case of a supply chain based on native wools. *The Journal of Corporate Citizenship, 52*(2013)*, 76-89.*

Gupta, M., & Hodges, N. (2012). Corporate social responsibility in the apparel industry: An exploration of Indian consumers' perceptions and expectations. *Journal of Fashion Marketing and Management: An International Journal, 16(2), 216-233.*

Harrison, R., Newholm, T., & Shaw, D. (2005). *The ethical consumer*. California: SAGE Publishing.

Hustvedt, G., & Dickson, M. A. (2009). Consumer likelihood of purchasing organic cotton apparel: Influence of attitudes and self-identity. *Journal of Fashion Marketing and Management: An International Journal, 13(1), 49-65.*

Lee, J., & Lee, Y. (2015). The interactions of CSR, self-congruity and purchase intention among Chinese consumers. *Australasian Marketing Journal (AMJ)*, *23*(1), 19-26.

Mirdha R. U. (2019, October). Bangladesh has highest number of green garments factories. *The Daily Star*. Retrieved from https://www.thedailystar.net/business/news/bangladesh-has-highest-number-green-garment-factories-1749016.

Muncy, J. A., & Vitell, S. J. (1992). Consumer ethics: An investigation of the ethical beliefs of the final consumer. *Journal of Business Research, 24*(4), 297–311. https://doi.org/10.1016/0148-2963(92)90036-B

Niinimäki, K. (2010). Eco-clothing, consumer identity and ideology. *Sustainable development*, *18*(3), 150-162.

Perry, P. (2012). Exploring the influence of national cultural context on CSR implementation. *Journal of Fashion Marketing and Management: An International Journal, 16(2), 141-160.*

Pinar, E. (2017). Framework for Ethical Decision Making: How Various Types of Unethical Clothing Production Have Different Impacts on People? *Siegel Institute Ethics Research Scholars*, *1*(1), 1-16

Pollari, M. (2017). *Consumer's purchase intention of ethical fashion: Examining beliefs about fashion industry and attitudes towards ethical fashion* (Master's Thesis, University of Turku). Retrieved fromhttps://www.utupub.fi/bitstream/handle/10024/144287/Pollari%20 Mari.pdf?sequence=1&isAllowed

Powell, B., & Skarbek, D. (2006). Sweatshops and third world living standards: Are the jobs worth the sweat*?. Journal of Labor Research, 27(2), 263-274.*

Schiffman G. L., Kanuk L. L., Kumar R.S. & Wisenblit J.. *Consumer Behavior* (10th ed.) Delhi: Pearson.

Schlegelmilch, B. B., & Öberseder, M. (2007). Ethical issues in global supply chains. *Symphonya. Emerging Issues in Management*, *2*(2017), 12-23.

Shaw, D., Hogg, G., Wilson, E., Shiu, E., & Hassan, L. (2006). Fashion victim: the impact of fair trade concerns on clothing choice. *Journal of Strategic Marketing*, *14*(4), 427-440.

Shaw, D. S., & Clarke, I. (1998). Culture, consumption and choice: towards a conceptual relationship. *Journal of Consumer Studies & Home Economics*, *22*(3), 163-168.

Shen, D., Richards, J., & Liu, F. (2013). Consumers' awareness of sustainable fashion. *Marketing Management Journal*, *23*(2), 134-147.

Spacey J. (2016, September). What is Dollar Voting? *Simplicable*. Retrieved from (https://simplicable.com/new/dollar-voting).

Svensson, G. (2009). The transparency of SCM ethics: conceptual framework and empirical illustrations. *Supply Chain Management, 14(4), 259-269.* https://doi.org/10.1108/135985 40910970090

Sweeny, G. (2015). It's the second dirtiest thing in the world—and you're wearing it. *AlterNet*. Retrieved from https://www.alternet.org/2015/08/its-second-dirtiest-thing-world-and-youre-wearing-it/

Tallontire, Anne, Rentsendorj, Erdenechimeg and Blowfield, Mick (2001) *Ethical consumers and ethical trade: a review of current literature* (NRI Policy Series 12).UK: Natural Research Institute University of Greenwich.

The 10 principles of Fair Trade, (2016, August 2). Retrieved from https://www.undp.org/content/dam/bangladesh/docs/News/2016/.

United Nation Development Program. (2016). *Campaign on Sustainable Consumption*. Retrieved from https://www.undp.org/content/dam/bangladesh/docs/News/2016/Fact%20sheet.pdf.

Valentine, S. R., & Rittenburg, T. L. (2004). Spanish and American business professionals' ethical evaluations in global situations. *Journal of Business Ethics*, *51*(1), 1-14.

Webster Jr, F. E. (1975). Determining the characteristics of the socially conscious consumer. *Journal of consumer research*, *2*(3), 188-196.

Weiner, H. E.(2017). Wearing your Ethics: Investigating Consumer Purchase Intention of Ethically Produced Fashion Products. (Master's thesis, University of South Carolina). Retrieved from https://scholarcommons.sc.edu/etd/4351

Wong, T. Y. C. C. W., & Ty, C. (2012). The consumption side of sustainable fashion supply chain: Understanding fashion consumer eco- fashion consumption decision. *Journal of Fashion Marketing and Management: An International Journal*, *16*(2), 193-215.

World Health Organization. (2018). *Heart disease and stroke are the commonest*. Retrieved from https://apps.who.int/iris/bitstream/handle/10665/272670/wntd_2018_bangladesh_fs.pdf?sequence=1