PROBLEM

What aspects of online brand statements predict company ethical ratings, specifically in athleisure?

What is the impact of sustainability statements of a brand for customer athleisure purchases, if any?

OUR PROPOSED SOLUTION

Source and analyze language used for company statements to predict ethical ratings with a classification model

Assess consumer perceptions of company sustainability, from Reddit posts/comments
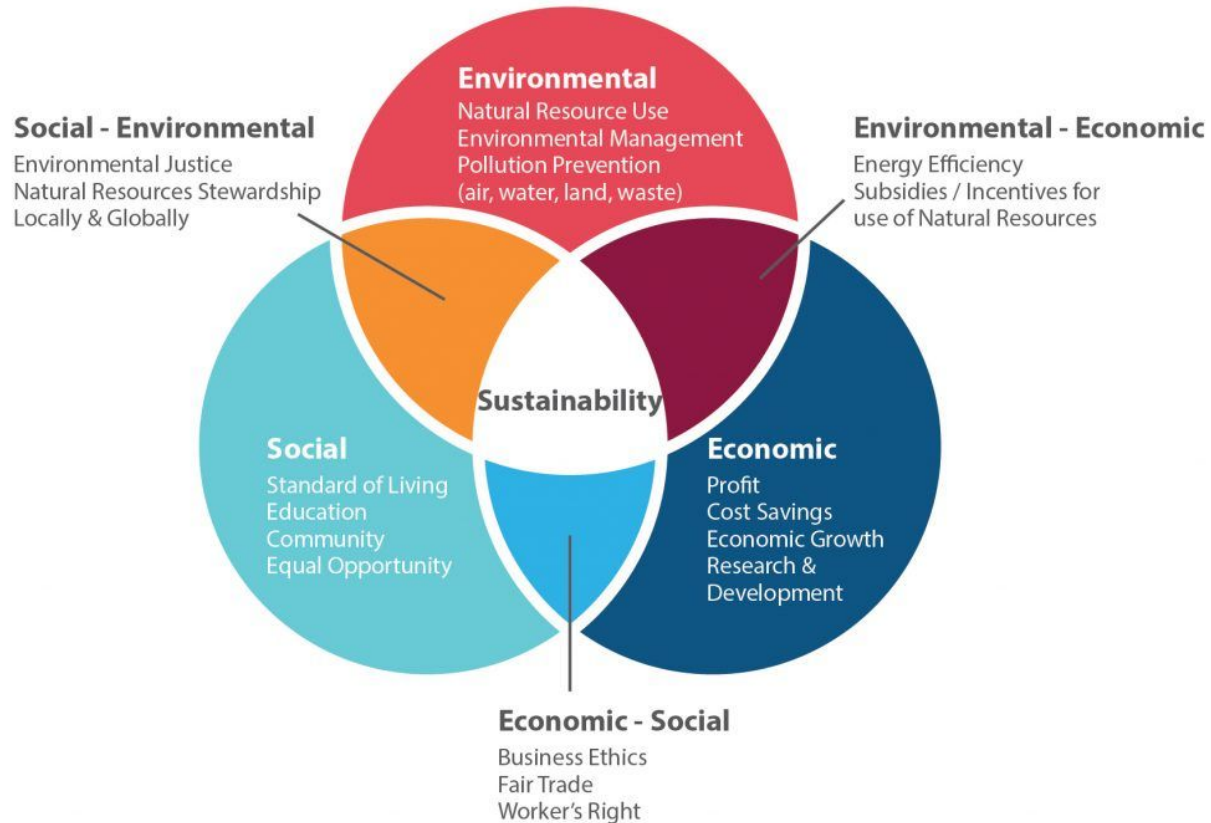
WHAT WE
HOPE TO GAIN

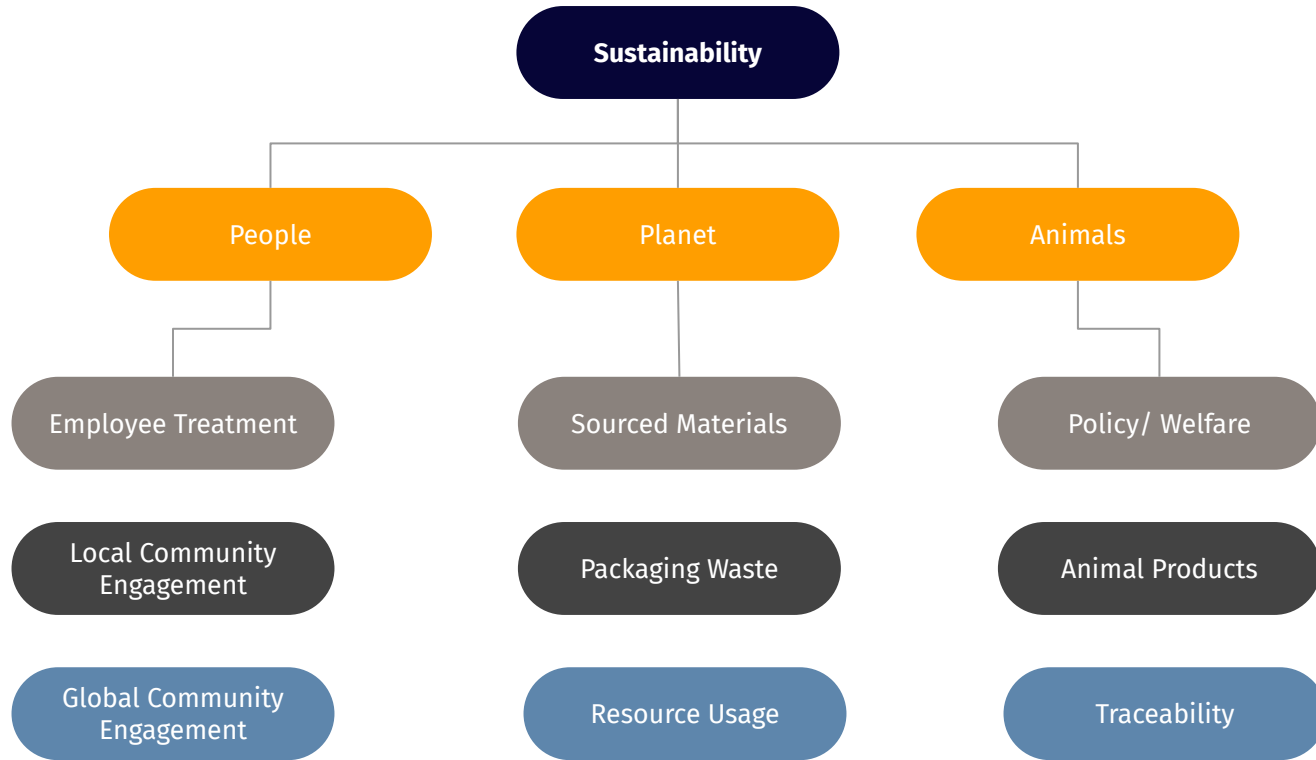Insight into brand ethics language trends & patterns (words, topic popularity, etc)

Understand how sustainability claims may influence consumer perception and potentially purchasing behavior

What is sustainability?

Sustainability is meeting the needs of the present without compromising the ability of future generations to meet theirs.

Environmental
Natural Resource Use
Environmental Management
Pollution Prevention
(air, water, land, waste)

Social - Environmental
Environmental Justice
Natural Resources Stewardship
Locally & Globally

Environmental - Economic
Energy Efficiency
Subsidies / Incentives for
use of Natural Resources

Sustainability

Social
Standard of Living
Education
Community
Equal Opportunity

Economic
Profit
Cost Savings
Economic Growth
Research &
Development

Economic - Social
Business Ethics
Fair Trade
Worker's Right

DEFINITIONS

Sustainability

People

Planet

Animals

Employee Treatment

Sourced Materials

Policy/ Welfare

Local Community Engagement

Packaging Waste

Animal Products

Global Community Engagement

Resource Usage

Traceability

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Data Sources

DATA SOURCES

Company Data

250+ athleisure brand statements on sustainability from owned website

Social Media Following

good on you

Brand Directory with thousands of brands and associated ethics rating

reddit

Scraped top threads from *r/femalefashionadvice* and *r/malefashionadvice*

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Methodology

- Pre-processing:
    - Lowercase,
    - Contraction expanding
    - Removing noise & punctuation
    - Tokenization
    - Stop-word removal
    - Lemmatization
    - Stemming
    - Individualizing Sentences for Company site statements*

- We're building a classifier, similar to spam detection
  - Identifying key words around sustainability and ethical practices for our ethical rating prediction

GOOD ON YOU: https://goodonyou.eco/

GITHUB: https://github.com/KarinaLopez19/snub_the_pearl