Analysis

Table of Contents

[Chapter 4 3](#_Toc470765168)

[Findings and analysis 3](#_Toc470765169)

[Definition of the variables 3](#_Toc470765170)

[Research instruments 3](#_Toc470765171)

[Descriptive analysis 4](#_Toc470765172)

[Regression analysis 6](#_Toc470765173)

[Analysis 9](#_Toc470765174)

[References 11](#_Toc470765175)

[Appendix 12](#_Toc470765176)

# Chapter 4

# Findings and analysis

The chapter has started to initiate the interpretation of the primary data found in the survey. However, the chapter also describes the different measures taken for analysing the methods of data interpretation. Additionally, the research variables are defined in this chapter too before conducting the statistical analysis. The chapter has provided the brief description of the gathered data including all the controlled variables. The chapter of findings and analysis allows the researcher to propagate the study with the analysis of the current situation of the market regarding the ethical fashion in the UK and Germany. Additionally, the study also helps to predict the future trend of ethical and fair trade in both of the countries in children garments segment. The analysis of the ethical and fair trade in children fashion is conducted using the descriptive as well as inferential statistics. The analysis has directly impacted the conclusion to make it sense with systematic outcome on the questions of the research.

# Definition of the variables

The variables of the study have been selected by considering the most valuable part of the research as it might directly influence the result. The variables of the study have been divided into two parts mainly – depended and independent variables. The depended variable is the desired outcome of the analysis whereas the independent variables have provided the adequate input for the results. The independent variables are used in a form of proxy and controlled variables of the test where the fundamental variables are not present. In addition to this, the depended variable defines the main objective of the study to find the factors affecting the sentiment of buying the ethical children wears. Additionally, to understand the spending behaviours of the consumers, the study has also defined the audacity to pay more for availing the ethical fashion with fair trade in children wears. The depended variable for the second independent variable is sensitivity of price of the children garments for paying the artisan with fair practice. The first depended variable has determined the several factors to understand the influence of ethical fashion by analysing the sensitivity towards comfortable clothing, quality of fair trade, treatment to the workers and usage of environmentally degradable products to make the garments. Further, the gender and awareness of ethical fashion is used here as the controlling agents to understand the indirect influence on the factors of the ethical buying.

# Research instruments

The study has been conducted by using two different instruments of statistical interpretation. The first one is the simple application of descriptive analysis of the ethical knowledge on basis of different genders, income groups and knowledge groups. The inferential statistics has been used here to understand the relationship between the willingness to spend more for the ethical fashion, sensitivity to trade and income of the people. The correlation study provides the validity of income of people as an invalid variable in this study as it does not correlate with the willingness of higher spending and price of the ethical fashion. The inferential analysis has another part to conduct the predictive model of two objectives mainly – willingness to pay more and factors affecting the fair and ethical fashion. The regression models of the study are as follows:

F(higher pay) = constant + price sensitivity of ethical fashion \* coefficient

F(factors) = constant + comfort sensitivity of ethical fashion \* coefficient + quality sensitivity of ethical fashion \* coefficient + treatment to worker + environment degradable product sensitivity of ethical fashion \* coefficient

The second model has used two control variables to distinguish the prediction in another direction by analysing the impact of gender and awareness of ethical fashion. The difference between two models’ prediction capacity shows the actual effect of the different factors on the consumers to buy the ethical fashion for their children.

# Descriptive analysis

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| gender | 73 | 1 | 2 | 1.52 | .503 |
| income | 73 | 1 | 4 | 2.34 | 1.121 |
| Number of children | 73 | 1 | 4 | 2.59 | 1.052 |
| Valid N (list wise) | 73 |  |  |  |  |

Table 1: description of the demography of the participants

The above table shows the description of the demography of the participants in the survey. The participants of the survey are almost distributed between male and female parents of the children. The mean value of the gender indicates that almost same numbers of male and female have participated in the survey while the deviation is too small. The average income of the participants is 20-30 k per year as the mean value is 2.34. However, the survey was conducted among the varieties of people having different income group. The participants have two children as the mean value is 2.59. it indicates that majority of the parents in the survey have 2 children. The high deviation value indicates that the number of children varies a lot among all the participants.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **awareness of ethical fashion \* bought ethical clothing in the last one year Cross tabulation** | | | | |
| Count | | | | |
|  | | bought ethical clothing in the last one year | | Total |
| yes | no |
| awareness of ethical fashion | yes | 24 | 7 | 31 |
| no | 19 | 23 | 42 |
| Total | | 43 | 30 | 73 |

Table 2: cross tabulation between awareness of ethical fashion and buying frequency of ethical fashion over the last year

The above table indicates that ethical awareness is not enough to predict the buying propensity of the ethical garments in the children segment. There are 31 people know about the ethical fashion. However, seven of them do not buy the ethical products whereas there are 19 people who buy the ethical fashion in children segment without knowing the fact. The awareness of ethical fashion is low compared to the number of awareness among the people. However, the unawareness among the customers regarding ethical fashion has not made the ethical brands unpopular as they are willing to spend their money for these brands too.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **awareness of ethical fashion \* How much more would you be willing to spend on an item of organic fashion Cross tabulation** | | | | | | | |
| Count | | | | | | | |
|  | | How much more would you be willing to spend on an item of organic fashionc or Fair trade cotton clothing compared to the same item of clothing that is not organic or Fair trade? | | | | | Total |
| I am not willing to spend more | I am willing to spend between 5% and 20% more | I am willing to spend between 20% and 50% more | I am willing to spend between 50% and 100% (double the price) more | I am willing to spend more than 100% |
| awareness of ethical fashion | yes | 6 | 5 | 7 | 7 | 6 | 31 |
| no | 8 | 12 | 8 | 8 | 6 | 42 |
| Total | | 14 | 17 | 15 | 15 | 12 | 73 |

Table 3: Cross tabulation between awareness of ethical fashion and willingness to overspend

The above table shows the cross tabulation between overspending for the fair trade and ethical fashion with awareness of the same. The majority of the people are ready to spend more than 5 to 100% over price for ethical and fair trade for the ethical products in clothing. Only, 5% of the people do not wish to pay more money for ethical garments. 12 people in the survey wish to pay more than the double price for their clothing if those are made off environmentally degradable materials. The cross tabulation in the above table indicates that ethical garments are popular in the UK with or without awareness.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Correlations** | | | | |
|  | | How much more would you be willing to spend on an item of organic fashion | Sensitivity to price for fair trade | income |
| How much more would you be willing to spend on an item of organic fashion | Pearson Correlation | 1 | .115 | -.180 |
| Sig. (2-tailed) |  | .331 | .127 |
| N | 73 | 73 | 73 |
| Sensitivity to price for fair trade | Pearson Correlation | .115 | 1 | -.187 |
| Sig. (2-tailed) | .331 |  | .113 |
| N | 73 | 73 | 73 |
| income | Pearson Correlation | -.180 | -.187 | 1 |
| Sig. (2-tailed) | .127 | .113 |  |
| N | 73 | 73 | 73 |

Table 4: correlation between income, price and willingness to overspend of the customers

The table 4 shows that no correlation between price, income and willingness to spend high value for the ethical garments have significant level of correlations. Thereby, the correlation analysis states that sensitivity of fair trade price does not influence the willingness of the people to pay higher value than that of the normal rice. The income of the people has also no significant influence over the fair trade price or the will to over pay for the ethical clothing.

# Regression analysis

Predictive model 1

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .115a | .013 | -.001 | 1.372 |
| 2 | .239b | .057 | .016 | 1.361 |
| a. Predictors: (Constant), Sensitivity to price for fair trade | | | | |
| b. Predictors: (Constant), Sensitivity to price for fair trade, income, number of children | | | | |

Table 5: Summary of regression of model 1

The value of R2 shows that the model can explain only 1.3% of the willingness of overpayment to buy the ethical fashion from the price of the fair trade practice of the brands. However, the modification of the model by allowing the control variable such as income and number of children might predict better than that of the first model. The predictability of the modified first model is 5.7% and the error in this model is low too. The ANOVA table shows that both the model have significant F ratio as the residual characteristics may predict the willingness of the customers to pay more to consume the ethical fashion through fair trade price. The variation of the model also significant and the level of significance is more due to strong presence of the controlling variables like income and numbers of children. The regression model can be deduced from the coefficient summary of the regression test to obtain the predictive model.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1.807 | 1 | 1.807 | .959 | .331b |
| Residual | 133.700 | 71 | 1.883 |  |  |
| Total | 135.507 | 72 |  |  |  |
| 2 | Regression | 7.716 | 3 | 2.572 | 1.389 | .254c |
| Residual | 127.791 | 69 | 1.852 |  |  |
| Total | 135.507 | 72 |  |  |  |
| a. Dependent Variable: How much more would you be willing to spend on an item of organic fashion | | | | | | |
| b. Predictors: (Constant), Sensitivity to price for fair trade | | | | | | |
| c. Predictors: (Constant), Sensitivity to price for fair trade, income, number of children | | | | | | |

Table 6: ANOVA of regression model 1

The following table shows the coefficient summary of the first model. The coefficient shows that sensitivity of price of fair trade shows the positive coefficient to predict the willingness of the customers to spend for their children’s ethical fashion. However, the coefficient becomes low in the modified model where the income and number of children work as the controlling variables. Both of the models’ equations are stated below to understand the prediction of the trends on willingness to pay more for the ethical fashion.

F(willingness to pay more) = 2.53 + .131 \* sensitivity to price for fair trade

F(willingness to pay more) = 3.659 + .066 \* sensitivity to price for fair trade - .205 \* income - .176 \* numbers of children

The negative signs of the coefficients in the modified model indicate that due to high value of income or number of children, the willingness to pay more for the ethical fashion becomes low.

Model 2

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .303a | .092 | .038 | 1.376 |
| 2 | .350b | .123 | .043 | 1.373 |
| a. Predictors: (Constant), sensitivity to comfortable clothings, Sensitivity to quality for fair trade, sensitivity to treatment to workers, sensitivity to environmental materials | | | | |
| b. Predictors: (Constant), sensitivity to comfortable clothings, Sensitivity to quality for fair trade, sensitivity to treatment to workers, sensitivity to environmental materials, gender, awareness of ethical fashion | | | | |

Table 7: Regression summary of model 2

The second model has the prediction power of 9.2% to predict the factors affecting the buying the ethical products in the garments. The modified model with the controlling variables like awareness of ethical fashion and gender improves the predictability to 12.3%. however, the error stands almost at the same level for both the cases.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 13.010 | 4 | 3.252 | 1.718 | .156b |
| Residual | 128.771 | 68 | 1.894 |  |  |
| Total | 141.781 | 72 |  |  |  |
| 2 | Regression | 17.388 | 6 | 2.898 | 1.538 | .180c |
| Residual | 124.393 | 66 | 1.885 |  |  |
| Total | 141.781 | 72 |  |  |  |
| a. Dependent Variable: which factor would you consider the most buying organic or Fair trade fashion | | | | | | |
| b. Predictors: (Constant), sensitivity to comfortable clothings, Sensitivity to quality for fair trade, sensitivity to treatment to workers, sensitivity to environmental materials | | | | | | |
| c. Predictors: (Constant), sensitivity to comfortable clothings, Sensitivity to quality for fair trade, sensitivity to treatment to workers, sensitivity to environmental materials, gender, awareness of ethical fashion | | | | | | |

Table 8: ANOVA of second model

The above table shows that F ratio of the regression model is significant and the same ratio of the modified model is slightly poor. It indicates that the residuals of the regression may predict the good reasons of the factors of buying the ethical fashion. The coefficients of the regression are shown in the following table. The model without the controlling variables shows that the coefficient of sensitivity to fair trade is significant only. The test result has shown that other coefficients have insignificant impact on the buying factors of ethical fashions. The regression equation of the model is as follows:

F(factor) = 3.215 + .232\* fair trade - .161\* environmental products - .051 treatment to workers - .099 \* comfortable clothing

In the modified model of the regression, the coefficient of sensitivity to fair trade remains significant. The coefficient of gender shows the significant impact as the buying factors of ethical products. The predictive equation is as follows:

F(factor) = 3.215 + .232\* fair trade - .167\* environmental products - .047\* treatment to workers - .107 \* comfortable clothing + .384\* gender - .254\* awareness of ethical fashion

The modified model can predict the factors of buying the ethical fashion in children category due to the inclusion of significant factor gender. However, the coefficient of sensitivity to fair trade is same in both the cases whereas the constant value changes slightly.

# Analysis

The interpretation of the results has shown that the analysed data is distributed among various types of parents by means of income group and their number of children. The analysis can show that awareness of ethical fashion has significant impact on buying ethical fashion in children segment in the past. However, it is also true that unawareness of ethical fashion has significant influence in the past purchase of ethical garments. It is not necessary to know the brand of ethical brands always to buy cloth for the children. There are some other factors, which also drive the buying of ethical products. The people know about the ethical fashion of children wear are also reluctant to spend more money for ethical materials or fair trade to the artisans. The unawareness of the parents of kid’s ethical wear has better result in this segment. The majority of the parents wish to pay more for the ethical garments of their children (Manchiraju and Sadachar, 2014). However, the significant reduction in willingness to more payment is observed due to high numbers of children of the parents or with the high income. The result of high numbers of children of the parents shows the expected result as per the theoretical model whereas the income level does not show the same. The higher income of the parents does not encourage them to spend more on their child’s clothing for ethical buying or fair trade to the artisans. Root (2014) found that some of the high earners parents find it insignificant to incur high cost for their children’s clothing. The clothing does not sustain for many days and the children’s size also change frequently. Thereby, they do not wish to pay high value for the ethical fashion of their children. The spending behaviour of the customers is also compared with the price sensitivity to fair trade. The price for paying higher value to the artisans does not make the sentiment bullish to spend more on the ethical garments at all.

The predictive analysis has shown that sensitivity to fair trade price can significantly influence the willingness to pay higher value of the ethical fashion in children segment. However, the customers may not wish to pay higher value for the different income and number of children. It means that the high number of children in a house make it difficult for the parents to spend more money for the clothing of their children. However, high income group people have negative sentiment towards price sensitivity due to fair trade. They think the high price paid to the artisans must be passed to the profitability of the brands as paying the standard wages is their responsibilities (Bartoli and Nielsen, 2015). The analysis on different factors of ethical buying of fashion by the parents shows that the sensitivity for quality to fair trade has significant impact on their sentiments. The quality of the products might be deteriorated due to compromising the fair trade situation. Therefore, sustaining the quality of the garments might be possible by sustaining the fair trade to the supply side. Further, the variable like different genders has different senses in this process. The female parents think that quality of fair trade become more influencing in buying ethical garments. However, majority of the male parents do not think in line with the female. The comfort of clothing might not change the sentiment towards buying the ethical fashion for the children as the parent can barely understand the needs of their children’s comfort level. Additionally, they also do not think of the biodegradable materials used in the clothing or not. The sensitivity to treatment to workers and awareness of ethical fashion do not work at all on the customers to buy the ethical fashion. Therefore, it shows that research question on biodegradable materials do not impact the buying behaviour of the parents (Broega, Santos and Soares, 2016). The materials used in the garments do not influence the ethical garment of the children. The incomes of the parents do not have any positive influence on the decision to buy the ethical products of clothing for the children. However, the ratio of income to per child becomes a factor to buying decision of the parents.

# References

Bartoli, N. and Nielsen, A., 2015. *What are the consequences for Danish Fashion Premium Brand Companies to incorporate Ethical Fashion in their company structure?* (Doctoral dissertation).

Broega, A.C., Santos, M.O. and Soares, B.O., 2016, June. Reuse of clean waste from the fashion industry in sustainable design development with a focus on social responsibility. In *16th AUTEX World Textile Conference 2016*. Proceedings of the 16th AUTEX World Textile Conference 2016.

Manchiraju, S. and Sadachar, A., 2014. Personal values and ethical fashion consumption. *Journal of Fashion Marketing and Management*, *18*(3), pp.357-374.

Root, R.A., 2014. Research Notes: Ethical Fashion—The View from Argentina. *Fashion Theory*, *18*(5), pp.633-638.

# Appendix

1. gender

male

female

2. Income group

20k per year

20-30k per year

30-38k per year

More than 38 k

3. number of children

1

2

3

More than 3

4. awareness of ethical fashion in children segment

Yes

No

5. Past buying of ethical garments in last one year

Yes

No

6. How much more would you be willing to spend on an item of organic or Fairtrade cotton clothing compared to the same item of clothing that is not organic or Fairtrade?

I am not willing to spend more

I am willing to spend between 5% and 20% more

I am willing to spend between 20% and 50% more

I am willing to spend between 50% and 100% (double the price) more

I am willing to spend more than 100%

7. Sensitivity to price for fairtrade

Highly sensitive

Sensitive

Neutral

Not sensitive

Highly not sensitive

8. Sensitivity to quality for fairtrade

9. sensitivity to environmental materials

10. sensitivity to treatment to workers

11. sensitivity to comfortable clothings

12. sensitivity to manufacturing process

13. which factor would you consider the most buying organic or Fairtrade cotton clothing?

Eco-friendly

Ethical

Comfort

Durability

Health