DECLARATION

I declare this thesis has been developed for academic purposes only. All sources should be referenced. All survey responses, quotes and information about institutions must be verified and completed by the student.

To ,
Insert date]
[Supervisor Name]
[Designation]
[Department]
[University Name]
Subject: Submission OF thesis on "Consumer Perception OF Eco-Friendly Textiles"
Dear Sir
I am pleased to submit this thesis titled, "Consumer Perception OF Eco-Friendly Textiles". This project aims to understand how consumers perceive environmentally Friendly Textiles, what influences their attitudes and how that can affect them wanting to purchase. Within this report literature has been reviewed, a research methodology has been identified and a framework has been suggested to analyse consumer responses.
This has been organised in a clear and academic fashion. As this is a draft version, information about the institution, references and primary information collected should be verified and completed.
[Student Name]
[Student ID]

ACKNOWLEDGEMENT

This has helped create the foundations for this study.
If primary data has been collected then I would like to thank everyone who took part in the survey/interviews. Their opinions will be respected and honestly reported.

ABSTRACT

Eco-Friendly Textiles are often seen as a solution to reduce some OF these issues however consumers will consider various factors when deciding if they want to purchase these products. These can include cost, quality, comfort, durability, design OF the product, trust in labelling, availability OF product and Social Influence.A descriptive cross-sectional Research Design was proposed using a structured

questionnaire. Relevant literature from academic and institutional sources were reviewed. A framework was proposed to understand if knowledge and concern about the environment can lead to positive attitudes and if perceived cost, quality, trust in environmental claims and availability can influence Purchase Intention.
As verified data from the survey has not been provided there are no primary findings in this draft. A clear framework has been created within the data analysis chapter with examples OF how the data should have been reported.

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CHAPTER 1: INTRODUCTION

1.1 Background to the Study

Textiles are an integral part of our everyday lives. They can be found in clothing, home textiles, technical textiles and much more. These can have an impact on the environment throughout their life cycle. From the cultivation or derivation of raw materials; to processing fibres, spinning, weaving/knitting; dyeing, finishing; transportation, usage and disposal. Depending on what material is used, what energy source is used, how chemicals are managed, what manufacturing techniques are used, how long lasting the products are and how they are disposed of will affect the impact. Generally eco-friendly textiles are textiles that have been designed and/or manufactured with consideration to reduce the negative impact on the environment. This can include textiles made from organic crops, recycled fibres, low impact manufacturing processes or long lasting products. It is a fairly broad term and doesn't necessarily always mean the product has zero impact. A thorough assessment of the product would be needed to determine if it is eco-friendly. This will consider the full

lifecycle of the product and if there are any claims being made, are they credible?This is an important consideration in sustainable consumption research.

1.2 Problem Statement

With more companies advertising their products with environmental claims, customers may have little understanding of what these claims actually mean. Terms such as green, sustainable, natural and eco-friendly can be misleading.

This creates a problem for manufacturers, retailers, educators and policy makers. They may need to understand what aspects of the product consumers are aware of, what information they believe and what is stopping them from purchasing eco-friendly textiles. If you make general assumptions about what the consumer wants you may end up with an ineffective marketing/education strategy.

This thesis will suggest looking at consumer awareness, attitudes, value, trust in environmental claims, barriers and purchase intention in a structured way. If you are carrying out the study in a specific city or consumer group you need to mention this clearly so that your findings aren't generalised.

1.3 Aim and Objectives

1.4 Research Questions

To investigate how consumers view eco-friendly textiles and identify factors that influence them to purchase.

To determine:

How aware the consumer is of eco-friendly textiles.

What attitudes consumers have towards the environmental and social aspects of textiles.

How important price, quality, comfort, longevity, design and availability are.

How trustworthy the environmental labels are.

Identify what barriers and motivators influence purchase intention.

Make practical recommendations to textile businesses and consumer awareness.

Research Questions:

RQ4 How does trust in labels and environmental claims influence consumer confidence?

RQ5 What barriers and motivators do consumers have?

The objectives and research questions are exploratory. You can tailor them to meet the requirements of the department.

1.5 Significance of the Study

This study can benefit many peoplePolicy makers and industry organisations may gain an understanding that there needs to be a standardised set of terms, trustworthy certification, education and clear environmental information. However, just because the consumer prefers eco-friendly products doesn't mean the environmental issues in textile manufacturing will be solved. It also depends on the processes within the industry, regulations, infrastructure and responsible business practices.
Academically this links sustainable consumption to value, trust, environmental concerns and purchase intention. The contribution depends on the quality of the literature review, clear methodology and accurate analysis.

1.6 Scope and Limitations

This study will look into how consumers view eco-friendly textile products. The key findings will be consumer awareness, attitude, trust, value and purchase intention. However this study will not look into testing individual textile products to see if they are environmentally friendly. This would need technical information on their lifecycle.Justify why you have chosen this area and clearly state where you are looking. In your final report you need to state who your target population is, age criteria, sampling method, dates of survey and number of valid responses.
Some limitations to consider:
Differentiate between purchase intention and actual purchases.
Don't assume all eco-friendly products are environmentally friendly.
Don't assume respondents know what the certifications mean.
Don't generalise your findings from a convenience sample.
This study may be limited due to time, access to participants, self-reported data and varying knowledge of textile manufacturing processes. Be honest about this in your final thesis.

1.7 Key Definitions

Eco-friendly textiles. Textiles that have been developed with the aim of having less negative impact on the environment. This can be accomplished by using certain kinds of fibres, during the manufacturing process, how the product will be used, long-lasting, reused and dispose of. A working definition of eco friendly textiles must therefore be created and included into the questionnaire.
Consumer Perception. Understanding, evaluating and interpreting a product or product claim.
Environmental concern. The level one cares about Environmental Issues.
Perceived quality. Consumers ability to judge how well a product performs, comfort, longevity, looks and reliability.

Perceived value. Overall evaluation of how much benefit a product has. This includes; cost, time, effort and uncertainty.
Environmental label. Label or claims relating to a products environmental features. Different labels may have varying levels of credibility.
Greenwashing. Communication with a misleading or exaggerated view of environmental responsibility.
Purchase intention. An individuals likelihood of purchasing and item in the future.
Sustainable consumption. Consumption patterns that aim to satisfy needs with reduced negative impacts on the environment and society at key stages throughout an items life cycle.
These will be applied throughout the research, however further refinement should be made to use sources and terminology within the university.
CHAPTER 2: LITERATURE REVIEW
2.1 Concept of Eco-Friendly Textiles:
Each aspect of these will differ and as such you should be cautious not to generalise. For example, a recycled fibre can decrease the need for virgin material. However this is dependant on many factors including collection processes, energy for processing, quality of fibre, transportation and lifespan.
2.2 Environmental Issues in Textiles :
Therefore your thesis should not suggest that buying one labelled product will cause these problems to be solved. It can look at whether or not your consumers are aware of certain Environmental Issues.
2.3 Consumer Perception and Behaviour
Consumer behaviour looks at how consumers identifies needs, gather information, compare options, purchase, use products and what they perceive the end results to be. Consumers' perceptions are driven by their previous experiences, knowledge, values; their sense of self and what is considered 'normal' to them in society.
Consumers may think the textiles they buy that are eco friendly have a positive impact on the environment. But expect them to be more expensive and have less variety.
Purchase intentions can be used to determine potential demand from consumers. However, not all consumers will go ahead with this. Restrictions will apply when making purchases. Therefore consumers who said they have high purchase intentions may select something different due to factors like price, availability, size, design and being unsure of the claims made. This should then be interpreted as it is a useful but restricted result.
When considering risk, consumers may be concerned they will have issues with the products such as poor durability, comfort, difficult to maintain or be worth the price.

Having reliable information and a positive experience with the product can help lower any of these issues.

2.4 Awareness and Environmental Concern

Being aware of something means understanding the concepts/ terminology/ labelling or attributes of a product. Being environmentally minded means placing more importance on Environmental Issues. These two factors are quite similar but it is possible that someone may be concerned about pollution but not know much about textile certifications whilst someone may know the terms relating to sustainability but not place much importance on it when making purchases.

Educating consumers can help them to understand what impact their choices can have environmentally. Choosing fibres, how they are processed, caring for the product, durability and disposal. However, just providing more information may not lead to purchases if there are barriers such as money. Awareness should be explored in relation to perceived value, trust and availability of products.

The questionnaire can include questions to find out how familiar consumers are with terms such as recycled fibres, organic fibres, low impact dyeing and textile recycling. Where they get this information from can also be explored such as from product labelling, social media, brand websites, friends, news and education programmes. Whenever possible answers should show whether consumers are actually aware or claiming to be.

2.5 Price, Quality and Perceived Value

Price

Price will be a key issue for many people deciding to make purchases. They may feel eco textiles will be costly due to the materials used, having a certificate and how they are produced. However, this may not be an issue based on their income, budget, what kind of product they have, their trust in the brand and the benefits they will gain. In your research you shouldn’t assume all customers will be willing to pay a higher price for an eco product.

Quality

This is a major factor for customers. A high quality product will provide satisfaction. This may be due to their comfort, breathability, fit, looks, colours lasting, lasting and easy to maintain. On the other hand if they think an eco textile will not be a good quality product, even though there is benefit to the environment they may not want to purchase it. However if the environmental features can be trusted alongside a good quality product there may be greater perceived value.

Perceived value

This is how much perceived value the customer believes they will receive. This can include several factors other than just price. Information seeking, uncertainty, ease, longevity and emotional/social benefits can also create perceived value. Through this study you can find out how customers think eco textile products offer good value. How much are they willing to pay a little extra? Make sure the questions do no lead the customer or pressure them.

2.6 Labels, Trust and Greenwashing

While eco-labelling means products can be compared by consumers, the amount of information is dependent on how good and detailed the label is. Some labels are 3rd party tested but some are from created within the brands. The trust customers put into brands will depend on the accuracy, clarity, consistency and validity of the claims. Greenwashing describes communication that misleads consumers about environmental performance. Broad claims such as “100% green” or “completely sustainable” can be difficult to substantiate because products have multiple impacts.Within your questionnaire, you will want to ask questions about whether the consumer can identify environmental claims, understand what they mean and whether they believe the claims. When providing examples try to keep them accurate and ones that can be used in educational purposes. Also try to be neutral in how you phrase them. Try not to make any claims about them being credible as they look official, this is what you are attempting to discover through your research.

2.7 Social Influence and Availability

Social influence will often occur as people do not act alone, and will often decide how they think they would act ideally or what they should do based on influence from family, friends, work colleagues and groups on social media. This means that they will be using their knowledge, favourable opinion, relatability or what they feel they should do. This will depend on the age group of the consumer, their community and their product.

Availability is a separate aspect which is important to consider. Consumers may want to purchase eco friendly textiles but there may not be suitable sizes, styles, pricing or correct stores. Online shopping will increase choice however can make it difficult to know how the product is made. Whereas physical stores offer tactile testing but will often have limited information on the supply chain.

This can be measured so you can see if people are being influenced by social aspects or not. It can help you understand why some consumers aren't purchasing as they are unwilling, or purchasing but unable. Therefore recommendations can be made on

raising awareness, increasing choice in retail environments, increasing quality of information and affordability.

2.8 Theoretical Framework

Ajzen developed the theory known as the 'Planned Behaviour' which suggests behaviour intention will be influenced by attitude towards the behaviour, subjective norms and perceived behaviour control. This could therefore allow the investigation of a positive attitude to eco-friendly texts, whether they expect important people around them to have a certain expectation and whether they feel they could purchase eco friendly textiles (due to price, availability of product, knowledge & ease).

The value belief norm can also be used to understand how an individual's values and attitudes can be influence their personal norms and pro-environmental behaviours. Using this as the main theory helps it become easier to incorporate in an undergrad thesis. Additional variables including environmental concern, trust, perceived quality and perceived value can be included within the thesis.

This framework could help to create a more focused set of questions in the questionnaire. Each construct must have clear indicators so it is important they are clearly defined. If any adapted scales are used this should be shown. Causality shouldn't be implied that this framework can prove as it is cross-sectional and self-reported.

—

2.9 Research Gap and Conceptual Model

Often it is found that environmental concern can be a positive factor however factors like price, trust and performance can act as barriers. To identify what factors each consumer finds most relevant to purchase from you can identify one target group by looking at how environmental concerns vary depending on location, product, place of purchase & amount of information they have.

The conceptual model shows that environmental concern and awareness will drive a positive attitude. Trust, perceived quality, perceived value, social influence and availability are considered predictors of purchase intention. Price can therefore act as a barrier.

Conceptual Model:

Environmental concern & Awareness -> Positive attitude towards Eco-Friendly Textiles

Trust, Perceived Quality, Perceived Value, Social Influence & Availability -> Purchase Intention

High prices & Uncertainty -> Barriers to Purchase Intention

The research gap should be identified after having completed the most up-to-date peer-reviewed research on the country and target consumer. Include evidence.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Research Design

Cross-Sectional Design

The research will follow a quantitative approach using a questionnaire to gather data on awareness, attitude, trust, perceived value, barriers and purchase intentions. A narrative analysis can also be used to gain more information.

However, causality can not be proved using this design. If there was a correlation between trust and purchase intention it could not be proven this is due to trust. If looking at this over a period of time or certain messaging a longitudinal/experimental design would need to be employed.

As the data is going to be collected the researcher should know what the context of the study would be, how long the data collection will take, the criteria for participation and how many subjects they want. What amendments were made throughout the field work should be noted so there is a clear understanding of how the results were found.

3.2 Population and Sampling

Who is likely be your target population? Adults purchasing clothing/textile based products in the areas. If your university have stated that there should be certain age ranges that should be included, state this. It shouldn't exceed that of your sampling method.

This should be conducted so that a probability sampling can take place. If possible ensure there is some sort of sampling frame. This could be difficult in student projects due to limited resources/time. However, if conducting an exploratory study it could still be acceptable. However it could create issues with selecting bias.

In your final report you should state how the population was approached, how many questionnaires were distributed, returned, incomplete and analysed. Why did you collect a certain number of responses? This should relate to your objectives and resources. Why did you decide on a certain amount of tests in your study? Do not provide false numbers and do not say you used a sampling method when you didn't.

3.3 Questionnaire Design

The questions should be simple with no ambiguous or bias questions. The questions should be based on gathering demographic, brand awareness, environmental factors, features of the product, trust, price & quality perception, purchasing intentions and barriers. Some statements can also be asked with a 5 point likert scale. This will allow respondents to answer how strongly they agree/disagree. It can be 1=Strongly disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly agree.

Questions should define “eco-friendly textiles” briefly so that respondents have a common reference. At the same time, the definition should not persuade them that the products are necessarily better.

3.4 Data Collection Procedure

Before undertaking any data collection you must obtain permission from any departments/ethics committees. You must explain your research briefly to potential participants including the purpose of the research, what you will be asking them to participate in, that participation is voluntary and how their responses will be stored. You must gain consent from participants.Ensure that your questions are worded the same (with the same answer choices) for both methods.When you have gathered your data you must check that there are no duplicates, missing responses, contradictory answers and incomplete questionnaires. Ensure that your data set is safe. Consent forms should be filed separately. Pressure should not be put on people to complete the study.

3.5 Data Analysis Plan

Your data must be cleaned and coded. All answer choices must be coded consistently. Missing or invalid responses should be taken note of. Descriptive stats such as frequency, percentage, mean and standard deviation (where appropriate) can be used to give an overview of the participants characteristics and scale scores.

If you used more than one item to measure your construct you should investigate how justified this was. Internal consistency can be looked at using Cronbach’s alpha (where appropriate). High alpha scores show that there is good internal consistency however this does not prove validity. Cross tabs can be produced to identify any differences between groups’ perceptions. The size of groups should be sufficient and personal information should be kept private.

Correlations/regression can be used to identify any associations (depending on assumptions and sample size). Ordinal data should be analysed carefully. Include any sample sizes, statistical tests and limitations. Your tables must be based on your actual data set. If your sample size was small or non-probability then be cautious of your inferential results.

3.6 Reliability, Validity and Ethics

Reliability concerns the consistency of measurement. I

CHAPTER 4: DATA ANALYSIS AND DISCUSSION FRAMEWORK

4.1 Respondent Profile

In this section you can give an overview of how aware people are of eco friendly textiles. You can ask how aware people are of certain terms relating to eco friendly

textiles such as the amount how aware they're of 'recycled fibres', 'organic fibres', 'low impact processing', 'repair and re-use' and 'garment recycling'. You can also ask how aware they were before taking part. However, note that if you're asking how aware they were of a term and the respondents just have to reply with a yes, it won't give an indication of how much they actually understand it.
Potential table:
How Aware Are You?
Eco Friendly Textiles [n/%] [n/%] [n/%] [n/%]
Recycled Fibres in Textiles [n/%] [n/%] [n/%] [n/%]
Environmental Labelling [n/%] [n/%] [n/%] [n/%]
This table can be discussed to link you back to your sources of information. For example if people get their information primarily from social media, you can suggest how to improve their online communications and make sure they're providing accurate and evidence based information. This should be dependent on your findings.
If any of your knowledge questions have right and wrong answers to them you can include this section. It will help show clearly what people actually know. This will prevent your thesis from being bias and assuming they know more than they do.

4.3 Attitudes and Environmental Concern
This section shows peoples' perceptions of how important they see making eco-friendly choices when purchase textiles. It should show that they have a positive attitude to purchasing eco-friendly textile products. This can be shown through questions using the Likert Scale:
How concerned are you about textile waste?
How interested are you in using low impact materials?
How responsible do you feel when using eco-friendly textiles?
How much do you believe your consumer choices make a difference?
This can be displayed as a table showing the percentage of people who agree or strongly agree. If you want to provide an average attitude score ensure you state how you calculated this from the questions. Explain if you reversed any of the questions and do not combine any questions that don't relate to each other.
This can be discussed by looking at how concerned they are about the environment and any practical concerns they may have. Just because they have a positive attitude this doesn't necessarily mean they will purchase eco-friendly products. There could be a gap between their attitudes and their intentions this could indicate issues with the price, availability, trust and uncertainty of products. This will depend on your findings and relevant literature.

4.4 Purchase Intention

Ask respondents how likely they would be to consider, choose/take into account and recommend eco textiles. Avoid questions that assume respondents have purchased eco items which will alter their responses.

Potential motivators include considering buying eco products, researching eco claims and purchasing an eco product. When asking about paying more money ensure a realistic figure is provided. Have a answer of not willing/not sure.

In the report it is important to state how responses were grouped. Do not refer to intent as demand. If respondents say they are likely to purchase eco products but have not then this can be commented on. Explain why using factors such as – availability, research, cost and trust. Only comment on this if there is evidence from the survey to back this up. Purchase intent is an important factor to highlight however should not replace factual data on actual sales/repurchases.

4.5 Barriers and Motivators

Potential motivations may be seen as environmentally beneficial, durable, high quality & comfortable, trustworthy certification, social and readily available. Barriers may be price, limited range, confusing labelling, sceptical, not trustworthy and difficult to find trustworthy information. There are multiple barriers that can be indicated in the questionnaire.

When presenting your results in the results table it may be useful to show how many people indicated each barrier. As there are multiple answers this means the percentage may not add up to 100% so this should be stated. Any free text can also be themed. Be clear how responses were coded, try to use suitable anonymised quotes.

When interpreting your results keep in mind that any barriers mentioned does not mean they will be statistically predicting purchase intent. By putting barriers in order of frequency you will know what respondents answered but will need to carry out analysis such as regression to see if they are linked. Recommendations should look at the most common and actionable barrier.

4.6 Testing Relationships

You could investigate whether there are any statistical relationships between environmental concern, trust, perceived quality, perceived value, perceived price, availability and purchase intentions across your sample. This can be shown with a correlation matrix. You may also wish to investigate regressions (dependent variables and regression assumptions) with enough of a sample size.

Hypotheses to investigate include:
H1 Purchase intention will increase with a more positive attitude.
H2 Purchase intention will increase with higher levels of trust surrounding environmental claims.
H3 Purchase intention will increase with higher levels of perceived value.
H4 Purchase intention will decrease with higher perceived price barriers.
H5 Purchase intention will increase with higher perceived availability.
Bear in mind that you are looking to test hypotheses. Therefore, rather than simply stating the p values, try to comment on the magnitude of the effect and how uncertain you are. Ensure to check assumptions and do not over test. Do not state causal relations from a cross-sectional study but rather associations. If you don't have the data set to perform inferential tests then include descriptive results and explain why.

4.7 Discussion Framework
When discussing your findings, ensure that it ties back into what you found and the research questions you asked. Discuss how your findings overlap with previous research, what differs and reasons why. Comparing your findings to the literature within your area on similar definitions, product classifications, populations and methods is useful.
A good way to structure your discussion is to talk about your findings, explain them, compare to the literature, discuss alternative reasons and talk about the implications in practice. Do not just mention all the percentages but think about trends that answer your research questions.
When discussing your analysis consider the limitations. Using a convenient sample may give more people in your sample who are interested in sustainability. Also, using self reported data can cause issues with social desirability bias. People are likely to have varied definitions of eco-friendly even with a definition given. This should affect how confident you are with your conclusion.
As the data set has not been provided to check, this chapter will be used as a guide. Ensure you add your findings and that they are backed up by the citations from your final literature review.
5. Findings, Recommendations & Conclusion
5.1 Summary
The overall aim of the thesis is to understand consumer perceptions of eco-friendly textiles. This research project has been developed in order to understand consumer perceptions of eco-friendly claims and the factors they take into consideration when purchasing (price, quality, comfort, durability, design & availability).

Within the literature review it has been identified there are a variety of eco-friendly textiles due to different materials and processes. Consumer perceptions are complex and cannot be easily identified through eco-awareness. Factors such as financial, social, information and retail will be looked at.
A cross-sectional questionnaire will be used. Explain how the data will be analysed including sample size, descriptive analysis and statistical tests. Answer each question clearly. Do not include purchase intentions.Once completed talk to your supervisor to ensure everything is in line with departmental requirements.

5.2 Findings
This section will be completed once data has been analysed.
Finding 1 – Awareness
Finding 2 – Attitudes
Finding 3 – Product Characteristics
Finding 4 – Trust
Finding 5 – Barriers
Finding 6 – Purchase Intentions
Which question are you answering? What does the data show? What does this mean? If there were any conflicting or unusual results mention them. If there were no real relationships between variables mention this. Some results may not be statistically significant but can still be useful, especially if it was exploratory research.

Do not say most consumers prefer eco-friendly textiles unless you have data to back this up. If you have a small/convenience sample mention this. Any calculations should be mentioned.
5.3 Recommendations
Recommendations must be based on proven findings. This could include:
Textile Manufacturers/Brands
Specific eco-friendly claims with evidence
Clear statement of what the label means
Comfortable, durable, well fitting and stylish product
Clear statement of what the product is made from and how to care for it.
Don’t exaggerate the individual fibres.
Retailers
Easily identify and compare eco-friendly products.
Easy to find information online and in store.
A variety of styles, sizes & prices.

Easily understandable claims.

Educators/Industry Organisations

Educate consumers on what the textile labels mean, what fibres to choose, product lifespan, repairing, reusing & disposing of.

Local examples and simple language.

Encourage responsible claims.

Future Researchers

If possible compare intended research with actual research.

Use larger & varied sample.

Look at specific products and labels.

These are recommendations and not conclusions based on data which hasn't been collected.

5.4 Limitations & Future Research

There may be some limitations to this research. This could include self-reported data, time/resource issues, not a probability sample and different opinions on what eco-friendly textiles mean. As it is a cross-sectional study we can identify patterns and correlations however not causation. There may not be a correlation between purchase intentions and purchasing. Consumers may not be able to recall accurately what they have purchased.

There may be some limitations with location and types of textile. The findings may not relate to home/technical textiles. There are various environmental labels meaning the general question may not be identifying the differences in certifications. Mention the actual limitations.

Future research could be experimental to identify how different labels perform, longitudinal to determine if purchase intentions lead to purchasing, interviews to understand how consumers think and data from retailers to identify actual sales. Comparisons could be made between urban & rural, different age groups, income groups & products. Ensure sampling and ethical considerations are met.

5.5 Conclusion

Understanding consumer perceptions is an important factor to consider within the market context of eco-friendly textiles. Consumer perceptions are influenced by their environmental values and how they perceive the product. Having high awareness and positive attitudes can encourage consumers to purchase however price, perceived quality, trust, convenience & availability may influence purchase intentions.

The main point to take away from this research would be that environmental claims should be clear and trustworthy. Products should have the expected characteristics (comfortable, durable, stylish & good value). Businesses shouldn't make vague and

exaggerated claims. They should give evidence to help consumers compare products. Educating consumers can help them make informed choices however improvements should be made in production methods, product design, repairs/reuse and textile waste.

This thesis provides a framework to look into these areas. Conclusions should be made using proven data from the target population and well referenced literature review. Once complete and analysed the researcher will be able to identify which factors are most relevant to the scenario. Recommendations can be made based on evidence. Overall the aim of this research was not to assume all eco-friendly textiles are the same but to understand what consumers know, value, trust and need to make informed choices.

References

This could be used as a basis for your literature review. Ensure the edition, DOI/URL is mentioned. References should be correctly formatted. Use recent peer reviewed studies relating to your country and consumer group.

Ajzen, I. (1991). The theory of planned behaviour. Organizational Behavior and Human Decision Processes , 50 (2), 179-211
. https://doi.org/10.1016/j.ism.2015.04.001