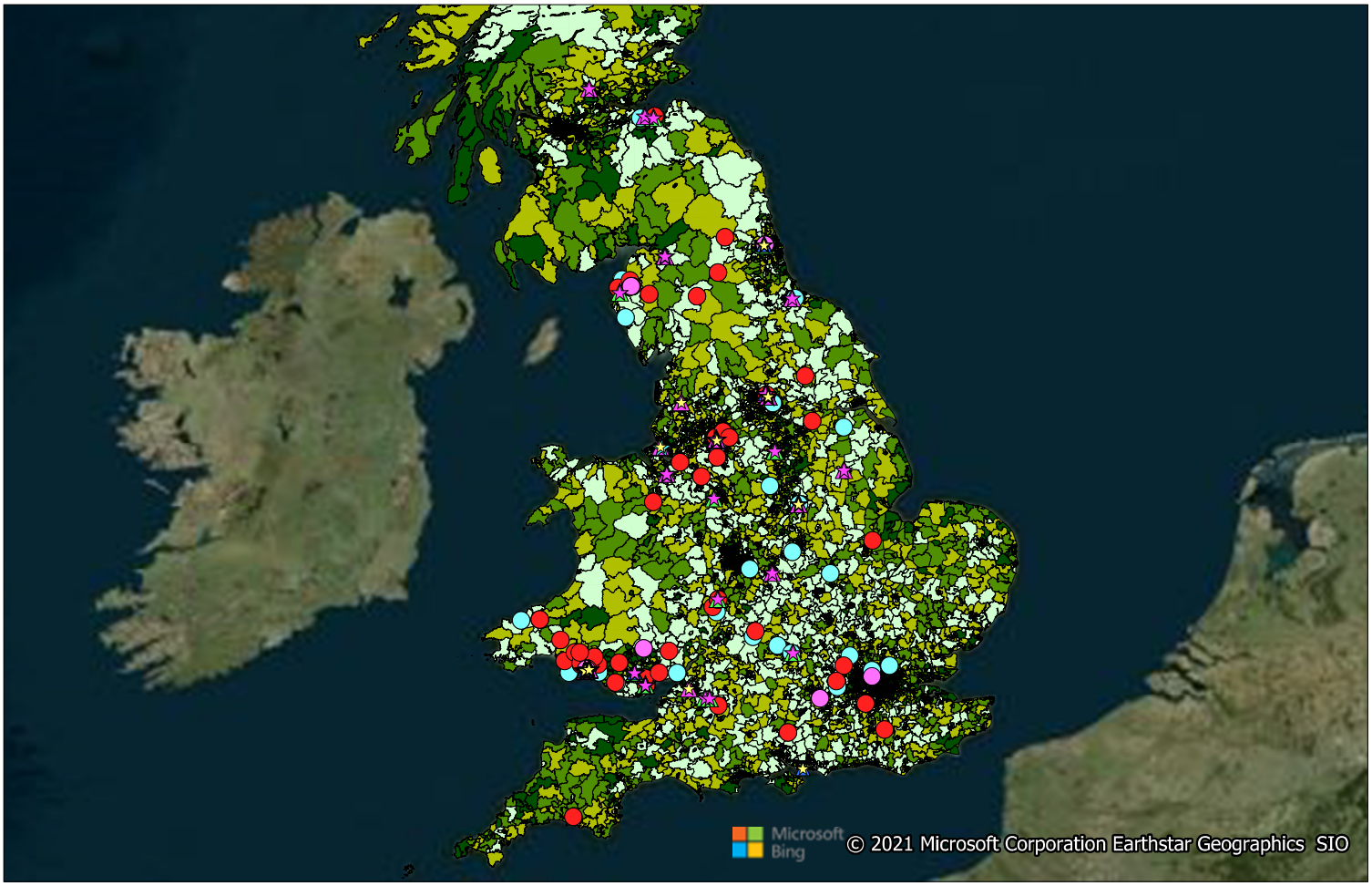

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An Investigation into the Relationship Between Deprivation and Consumers Knowledge of Environmental Certifications used in the Garment Industry.

Asahi Isabella Pollock, Environmental Conservation, University of Wales Trinity Saint David.

Introduction

Environment issues are on the consumers mind (Hill and Lee, 2012).

Ethical fashion is on the rise as a result of the environmental and social impacts of fast-fashion, however, this case study shows that consumers lack knowledge of Environmental Certiciations.

Methodology

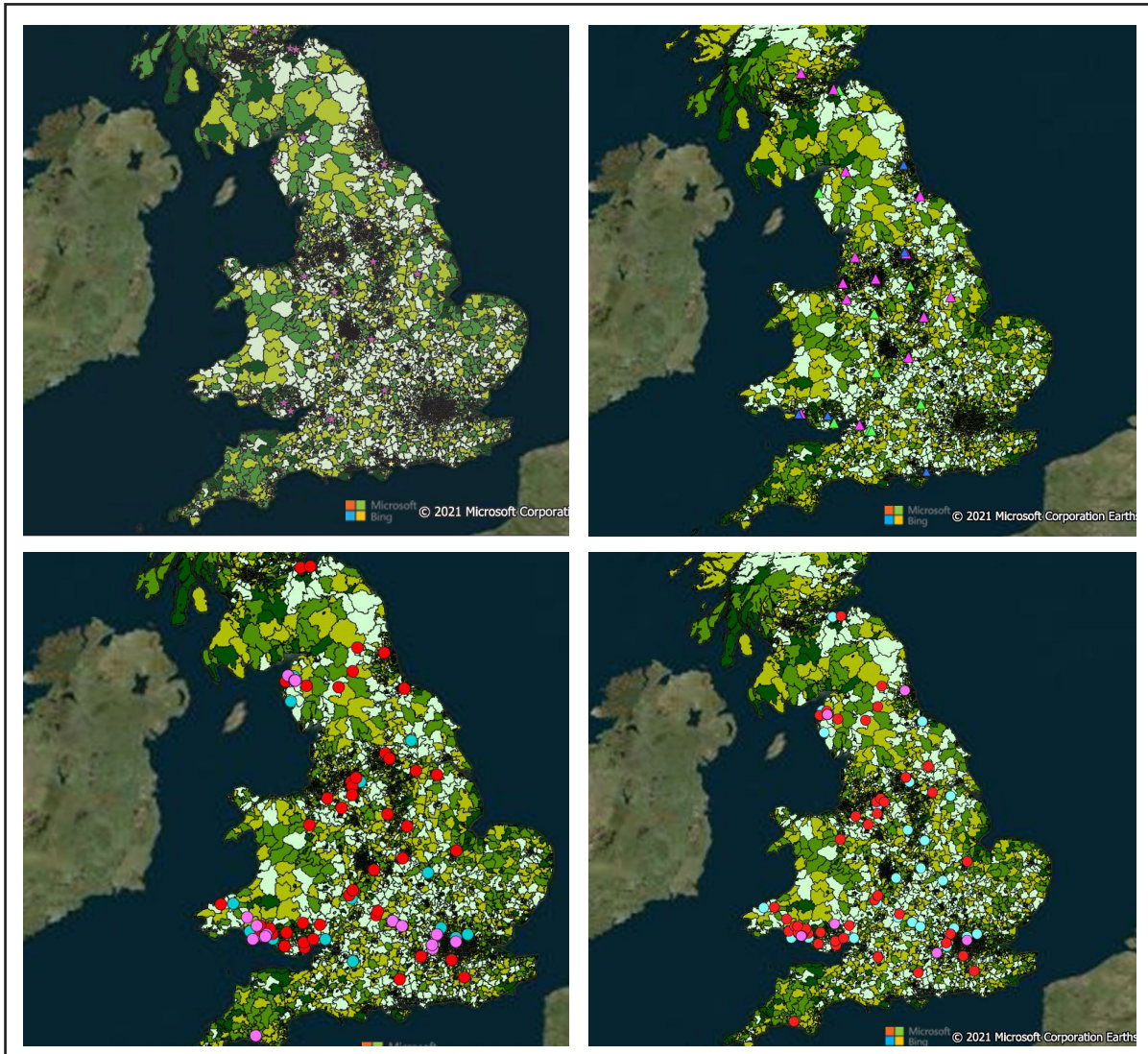
- Questionnaire using Microsoft forms.

- GIS Software to analyse results (MapInfo)

- Maps were created to investigate if deprivation had an influence on knowledge of EC's.

Literature cited.

- Hill, J., Lee, H. (2012) 'Young Generation Y consumers' perceptions of sustainability in the apparel industry.' *Journal of Fashion Marketing and Management.* 16(4) pp.477-491. Available at: https://search-proquest-com.ezproxy.uwtsd.ac.uk/docview/1086518527?pq-origsite=primo&accountid=130472 (Accessed: 6 April 2021).



Top Left: University Knowledge. Top Right: University Greenwash. Bottom Left: Knowledge. Bottom Right:Greenwash

Conclusions

Deprivaition has no influence on knowledge of Environmenal Certifications used in the garment industry.

There is a lack of knowledge of EC's used in the garment industry.

Greenwashing is extremley likely to be impacting the student community.

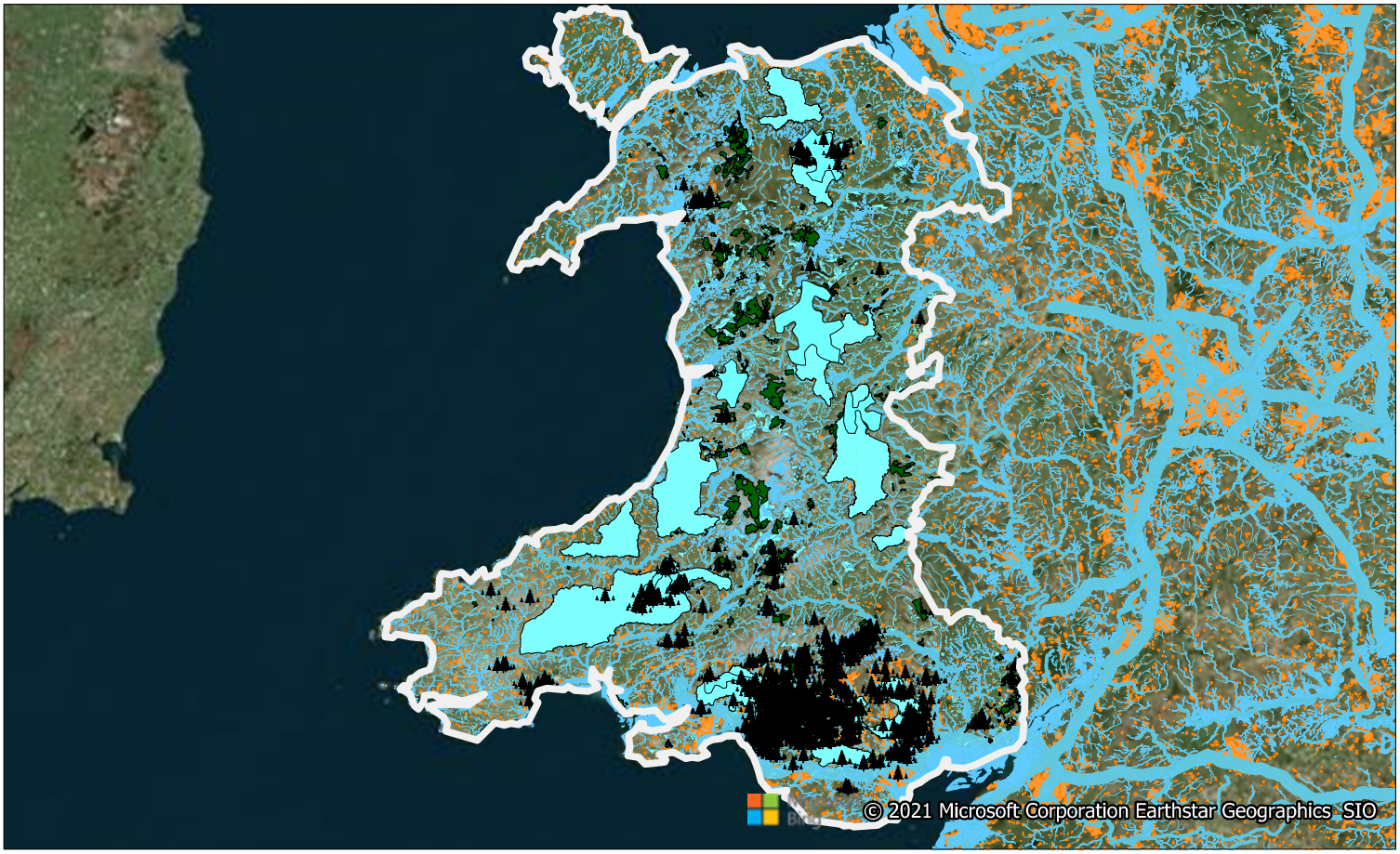
Limitations and Reccomendations

Questionnaire could have been much stronger (Time constraints).

Study would benefit from a wider and larger audience.

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