

**Corporate Social Responsibility: A consumer perception towards
fast fashion made in sweatshops by luxury apparel brands**

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i. DECLARATION

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I hereby declare that the Research Report submitted for the BA Honours in Strategic Brand Communication degree to The Independent Institute of Education is my own work and has not been previously submitted to another University of Higher Education Institution for degree purposes.

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ii. ABSTRACT

This was a small-scale study investigating corporate social responsibility, a consumer perception towards fast fashion made in sweatshops by luxury apparel brands. The concept of corporate social responsibility (CSR) is directed towards the association amid business and society and how such an association is represented. The belief of Corporate Citizenship rests on the idea that a business or corporation must perform and be reminiscent of a good citizen. In the context of the research, CSR informs the responsibility of luxury apparel brands and their association with sweatshops and the fast fashion industry.

The objective of the study was to gain insight on consumers attitude and awareness towards 'fast fashion' made in sweatshops by luxury fashion apparel brands. The information collected in the study was gathered through a qualitative approach, where 7 semi-structured interviews and 1 focus group were conducted. The findings revealed that luxury apparel brands are not effective in communicating their corporate social responsibility and there is little to no communication on the human element of luxury apparel brands with a focus on sweatshop workers and sweatshops that are creating fast fashion. There is a willingness to acquire, be educated and communicated to by luxury apparel brands on the human element of their apparel and the social responsibility of their brand. The knowledge and awareness of young consumers on sweatshop labour, sweatshop free environments and slow fashion brands contribute to influencing ethical manufacturing in the buying behaviour of young consumers towards luxury fashion apparel brands. There is a lack of awareness of the person who made their apparel as they are not communicated to regarding the topic. Luxury apparel brands are not transparent enough as they do not publicise and expose sufficient communication regarding their corporate social responsibility.

While the research was small- scale and the findings cannot be generalised, the insights provided by this study led to meaningful findings and recommendations that

will contribute to the field of corporate social responsibility within luxury fashion apparel brands.

iii. ACKNOWLEDGEMENTS

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Thank you to my family for their support, love and encouragement, a special thank you to my mother and father for giving me the opportunity to further my studies and supporting my dream.

iv. GLOSSARY OF TERMS

1. Corporate Social Responsibility

The understanding of Corporate Social Responsibility (CSR) are continually advancing because of the affiliation linking business and society. The concept of CSR is directed towards the association amid business and society and how such an association is represented (Blowfield and Murray,2008).

2. Fast Fashion

The concept of fast fashion rests upon the creation of apparel, made cheaply because of high end apparel trends. Fast fashion giants prosper on apparel that is created instantly to reach the retail store of the luxury fashion apparel outlet. Such fashion giants embrace low production and labour costs which leads to high volume of fashion apparel (Cook and Yurchisin,2016).

3. Sweatshop

The expression of the sweatshop can be derived from the word 'sweater', commonly known in the 1800's for the intermediary who produced apparel in arduous environments. The recent sub - contracting of apparel production to developing countries has paved the way for fast fashion giants adopting sweatshops (Hughes,2013).

4. Luxury Apparel Brands

In the context of the research, the notion of luxury apparel brands refer to the brands namely Zara, Topshop, Forever 21 and H&M. The association amid fast fashion and luxury stems from the concept of fast fashion consenting the vision of luxury to a reality. The fast fashion made by luxury apparel brands lets consumers concede style over value. The concept of acquiring high end apparel from luxury brands boasts materialistic desires however realism takes over (Annamma, Sherry, Venkatesh, Wang and Chan,2012).

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CHAPTER ONE - INTRODUCTION AND OVERVIEW OF RESEARCH

1.1 INTRODUCTION

Fashion is a global industry that encompasses the concept of obsolescence and fast fashion enhances the pinnacle of such an industry. The desire for consumer insight stems from the awareness or lack thereof from young consumers towards their demands for luxury fashion apparel versus the young consumer's dedication to corporate social responsibility. In the context of the research, corporate social responsibility informs the responsibility of luxury apparel brands and their association with sweatshops and the fast fashion industry.

The young consumer's demand for fast fashion feeds into the fashion industry to create fashion apparel to suit the growing desire for the modern-day consumer (Annamma, Sherry, Venkatesh, Wang and Chan, 2012). The 21st century young consumer is now groomed to glance through a luxury apparel store every week, in the pursuit to attain a new fashion item, consequently fast fashion. A previous Topshop brand director suggests that 'young consumers catch sight of something and desire to have it instantly' (Annamma *et al.*, 2012).

This study reviews an in-depth understanding on consumer perceptions towards the social responsibility of buying fast fashion made by luxury apparel brands. It examines whether or not the young consumer is aware of the social responsibility of fast fashion made by luxury apparel brands and if so, do they care. The objective of the research is aimed at how young consumers perceive fast fashion along with the luxury brand appeal and are they aware of the brands corporate social responsibility regarding luxury fashion apparel brands. The information in the research study was drawn upon a wide range of literature. The following dissertation can be beneficial to local luxury apparel brands, testing consumer awareness and identifying their responsibility as a corporate citizen.

In the past, the apparel industry had been viewed as one that is sustainable yet fashion retailers in the 21st century have proven to be unethically sound. The result of this has been creating luxury fashion apparel amid cost control and such a process is now termed 'fast fashion' in the retail and apparel industry. The consumer perception of luxury apparel brands lack awareness of the poor quality and ethics that are associated with the production and manufacturing of a fashionable must have item (Chang and Jai, 2014). The case of fast fashion and the ethical appeal thereof poses concern to apparel brands around the world. The question remains 'are luxury apparel brands communicating social responsibility to consumers or are consumers turning a blind eye to the person who creates their garment?' (Chang and Jai, 2014).

According to Chang and Jai (2014), ethical consumerism is a growing trend amid global societies and more recently into fashion. The consumer shift towards a conscious consumer raises awareness and concern regarding the ethics of luxury apparel brands. Such fast fashion giants are the likes of Zara, H & M and Forever 21 embracing the fast fashion world at a rapid speed yet not revealing the young lady behind each garment and the sustainability of each apparel item thereof (Chang *et al.*, 2014).

The concept of fast fashion is now a fundamental element within the global fashion industry, implemented by fashion retailers around the world as a result of the growing consumer's fashion style. The ever-evolving consumer trends has led retailers into the world of fast fashion, creating the must have item within weeks and the latest apparel conveyed within the retail store (Barnes and Greenwood, 2010).

1.2 RATIONALE

It was during the mid-90's in which the anti-sweatshop hysteria surged into mainstream American culture. Almost every luxury apparel brand was at the forefront of a boycott campaign (Hobbes, n.d). For a long time, 'buying better' has been the fundamental reason for global protests. The idea of rescuing a poor sweatshop employee in Pakistan by purchasing the right T-shirt is the equivalent of NGO (Non-government organisations) advocacy campaigns influencing consumers to act against fashion apparel brands. Such campaigns admired the likes of the John Oliver exposé in which he exposes the H&M brand for selling 'suspiciously cheap' apparel sourced in Bangladesh (Hobbes, n.d).

The idea of corporate social responsibility amid the fashion apparel industry arise from the growing shift in fashion trends and the globalization of apparel supply chains. Along with progressive global supply chains, apparel for industrialized-country markets are created in low-income countries with poor working conditions and minimal environmental ethics (Hwang, Norton and Jones, 2014).

According to Hobbes (n.d), the cultural fixation of sweatshops has led him to believe that such campaigns have failed, and our apparel are created in ways that advocacy campaigns cannot influence and in places they can't reach. The question he poses is 'how are we going to stop sweatshops now?'(Hobbes, n.d).

According to Hwang *et al.* (2014), young consumers who encompass the purchasing power and appeal of cutting - edge fashion apparel are sought to be key fast fashion buyers. Such young consumers discovered in the Hong Kong and Canadian fast-fashion industry are consumers who pose interest towards the environment but little association with corporate social responsibility, with regards to the human element in fashion. Subsequently there is consumer hesitancy to purchase sustainable fashion apparel because of high-priced items and a limited selection.

The 21st century young consumer is one that poses an ardent interest and stays on trend amid the global fashion industry (Annamma *et al.*, 2012). Working towards a career as a brand strategist in the future, the research will assist in gaining a better understanding of the young consumer and how they perceive luxury fashion apparel brands and corporate social responsibility and their awareness or lack thereof. The shift in consumer attitude and behaviour towards a startling concern regarding social responsibility within the supply chain of luxury fashion apparel brands has prompted the researcher to gain an in depth understanding of the topic at hand.

1.3 PROBLEM STATEMENT

Consumers now purchase more apparel than ever before and move through fashion trends at a greater pace. In the age of 'fast fashion', luxury apparel brands ironically cannot afford the luxury of working with the same suppliers and safeguard company standard (Allen, 2015). Such manufacturing middlemen are 'Nike' sweatshops in Indonesia, run by Taiwanese and Korean firms. These mega suppliers also known as sweatshops dominate the fashion apparel industry and leave much to be desired

concerning the corporate social responsibility regarding luxury apparel brands (Hobbes, n.d). The research takes a corporate social responsibility stance to gain a consumer perception towards fast fashion made in sweatshops by luxury apparel brands.

1.4 PURPOSE STATEMENT

The purpose of this study was to gain an in-depth understanding of the consumer perceptions of fast fashion made in sweatshops by luxury apparel brands. The research study reviews how consumers perceive 'fast fashion' along with its luxury brand appeal and are they aware of the corporate social responsibility regarding luxury fashion apparel brands. The research explores whether or not the young consumer is aware of fast fashion made in sweatshops by luxury apparel brands and if so, do they care.

1.5 RESEARCH QUESTIONS

To assess a consumer perception towards fast fashion made in sweatshops by luxury apparel brands, the following questions are answered in this study:

1.5.1 Main Question

What are consumers attitude and awareness towards 'fast fashion' made in sweatshops by luxury fashion apparel brands?

1.5.2 Sub-questions

1. How do young consumers perceive ethics in fast fashion made by luxury apparel brand?
2. To what extent do young consumers factor ethical manufacturing in their buying behaviour of luxury fashion apparel?
3. What is the corporate social responsibility appeal in luxury apparel brands?

1.6 RESEARCH OBJECTIVES

The research aims to achieve the following research objectives:

1. To determine how young consumer's perceive ethics in fast fashion made by luxury apparel brands.

2. To establish to what extent do young consumers factor ethical manufacturing in their buying behaviour of luxury fashion apparel.
3. To discover the young consumer's perception towards the corporate social responsibility appeal in luxury apparel brands.

1.7 SUMMARY

Chapter one has presented the problem, the research objectives and has stated the purpose of the research. Chapter 2 presents the literature review and discusses the theoretical framework of the study.

CHAPTER TWO – LITERATURE REVIEW

2.1 INTRODUCTION

This chapter reviews the conceptual and theoretical framework, which relate to the objectives of the study. Conceptualisation of the following terms will be discussed within this study; “fast fashion”, “sweatshop”, “luxury apparel brands”, “consumer”, “ethics in fashion”, “slow fashion” and “corporate social responsibility”.

2.2 THEORETICAL FOUNDATION

2.2.1 Werner Sombart (2013) - Luxury and Capitalism

Werner Sombart (2013) a German economist, and sociologist explores the role of luxury in the growth of capitalism in his classic text *Luxury and Capitalism*. According to Sombart (2013) the chase of luxury was fundamental in the advancement and rise of capitalism, subsequently Sombart (2013) termed capitalism the ‘illegitimate child of luxury’ (Sombart, 2013).

It was during the eighteenth century upon which luxury was broadly accessible and contributed to a capitalistic structure. Such capitalistic structures gave rise to the disunion of labour and novel economic markets associated with the growing demand of luxury.

In addition to the advancement of luxury during the eighteen centuries, the ‘emergence of the homo novus’ had been established, known as the bourgeois who resided in a hierarchical society, to verify his dignity and self-esteem, consequently reinforced the level of luxury. Sombart (2013) suggests that as a result, the need of luxury created novel markets within the economy, and as the longing for luxury developed so too did the economic market (Sombart, 2013).

The concept of luxury and capitalism rests on Sombart’s notion that luxury fed into economic development during the primary age of capitalism. Centuries later Sombart’s (2013) concept paved the way for economists suggesting that ‘consumer demand’

feeds into the core of industrialisation. Essentially the appeal of luxury inspired the disunion of labour and the construction of novel markets (Sombart, 2013).

The postmodern consumer culture recognises the proclamation of Sombart's (2013) notion of luxury and capitalism as it is grounded in the consumerism of brands and products exhausted for its representative nature. The consumer's individuality is crafted through the assistance of luxury fashion apparel brands amid society and ascribes the manner in which an individual's social identity is structured as a result of luxury apparel brands. Evidently the 21st century presents the influence of luxury fashion apparel brands on each consumer's perception of self. In the global fashion apparel industry, fashion apparel poses great social and economic value because of shifting consumer trends and apparel markets. Thus, comprehending how young consumers decode apparel is thus significant to luxury apparel brands (Hokkanen, 2014).

The social identity of individuals is designed by the consumerism of fashion apparel. The concept of conspicuous consumption supersedes the significance of merely existing. The consumer's appeal for products and brands creates a market that enjoys novel trends and apparel, retail giants such as Zara and Forever 21 contribute to the development of luxury apparel brands and apparel consumption thereof (Ma, Shi and Chen, 2012).

2.2.2 Thorstein Veblen (1997) - The Trickle-Down Theory

According to sociologist and economist Thorstein Veblen, in his works 'The Theory of Leisure Class', he proposes the 'Trickle Down Theory', which relates to the concept of fashion and consumption in the 1970's. Veblen (1997) proposes that the higher leisure class of society has powerful sway on the remainder of the society, in relation to their fashion consumption. Thus, the trickle-down theory can also be termed the trickle-down effect (Veblen, 1997).

The concept of fashion consumption is related to showcasing the self and utilised as an indicator for identity consequently the higher leisure class embrace a fashion trend or style, which is then mirrored by the lower classes of society. As soon as the lower class embrace a particular apparel, trend or style, the higher leisure class embrace a nouvelle fashion.

Evidently seen at the time denim blue jeans were initiated into the apparel industry and then celebrated across the world, and presently in the 21st century, an apparel or fashion brand worn by a celebrity is favoured upon by many consumers across the globe.

Veblen (1997) suggests that the consumption of fashion goods serves the need to fulfil consumer's psychological aspirations to display their luxury, thus attaining a higher status in society. Such requirements feed into the consumer behaviour, related to the consumerism of luxury apparel brands. Through realising consumption as a means of representation, Veblen (1997) established the notion of 'conspicuous consumption'. The notion of 'conspicuous consumption' relates to the consumer behaviour of consumers during their purchase stage, with the intention of displaying his or her prestige and power amid society (Veblen, 1997).

2.2.3 John Rawls (1971) - The Theory of Justice

The theory of justice pioneered by philosopher John Rawls (1971) paved the way towards the principles of justice amid society. Such principles of justice control acceptance and arrangement of social collaboration and customs that can be created or entered into.

According to Rawls (1971) the principles of justice feeds into the concept of 'fairness' amid society. To embrace fairness amid a society, each group of individuals must constitute what is just and unjust. To embrace the principles of justice, each individual is to be ignorant of his or her classification and status amid society consequently the principles of justice are to be selected behind a veil of ignorance (Snyder, 2010).

The perception of exploitation amid sweatshops accounts for the injustice of sweatshop and sweatshop workers. The association amid exploitation and injustice can be described by exploiting and engaging in unjust practice amid sweatshops. Such sweatshops are fundamental suppliers and manufacturers to luxury fashion apparel brands such as H & M, Zara and Forever 21. According to Snyder (2010), the justice of exploitation can occur when interest about organisational justice does not occur amid the benchmark of justice and those that present interest thereof (Snyder, 2010).

The concept of 'justice as fairness' communicates that such principles are arranged amid a setting that is fair. Rawls (1971) argues that each individual is born amid a

specific location and society and the disposition and class upon which he or she is born influences the life to follow thereafter. However, a society that embraces the principles of justice is like a society that implements non-profit and volunteer arrangements as it reigns under a situation that exists in fairness.

2.2.4 Karl Marx (1844) - The Alienation Theory

The concept of 'alienation' stems from the Marxist philosophy by German philosopher Karl Marx (1844). The term 'alienation' can be described as a flawed relation amid entities. The notion is globally acknowledged and honoured as ethically sound (Marx, 1844 cited in Sayers, 2011). Marx ascribes meaning to the concept of alienation through philosophical folklore upon which his concept rests. The idea of alienation relates to diverse expanses of life but for Marx, great emphasis has been placed on labour in relation to the concept of alienation. According to Marx (1844 cited in Sayers, 2011) an individual is alienated when an entity becomes liberated and operates contrary to them.

Individuals gain self-perception and mindfulness when recognising their worth through the process of labour. Such objectification of individuality is a prerequisite for a prosperous life ahead. Marx (1844 cited in Sayers, 2011) argues that such a state has been shattered through capitalism as wage and human labour reigns. Marx (1844 cited in Sayers, 2011) suggests, the humanist concept amid labour now creates an ethical element, as labour does not ultimately pave the way to self-awareness (Marx, 1844 cited in Sayers, 2011).

The apparel industry is a capitalistic giant that embraces the injustice of humans and crafts a space for repressive conduct. Ratute (2010) suggests that individuals are capable of creating a division amid physical and mental labour, thus contributing to the injustice of workers around the globe. The concept of justice for Ratute (2010) acknowledges the vicious association amid capitalism and an individual's civil rights. Emigrants, women, and ethnic individuals working amid sweatshops to produce garments unintentionally create a hierarchical structure amid society. The apparel industry utilising sweatshops now and in the past employed workers who are ostracised amid the populace. Such employment and exploitation feeds into injustice amid the apparel industry creating the concept of social injustice around the world (Ratute, 2010).

Sweatshop workers in third world countries do not have organisations to ensure just and fair practice amid sweatshops, such countries lack a social environment to acknowledge such conduct. In a country like Bangladesh, child labour amid sweatshops had led to insufficient wage, poor health conditions and lack of education, all in the name of fashion. Consumers are not aware of the luxury fashion apparel that they don, has most likely been created by a child in a demolished building of Bangladesh. The reality of the cost of our fashion can measure to the act of slavery in a world, which many are ignorant of (Beuger, 2016).

2.3 LITERATURE REVIEW

To ensure all relevant literature has been covered in this study, the review of each concept for this study has been aligned to the relevant literature.

The understanding of Corporate Social Responsibility (CSR) are continually advancing because of the affiliation linking business and society. The concept of CSR is directed towards the association amid business and society and how such an association is represented (Blowfield and Murray, 2008). In recent years, the concept of Corporate Citizenship was thus introduced. The belief of Corporate Citizenship rests on the idea that a business or corporation must perform and be reminiscent of a good citizen (Blowfield and Murray, 2008). In the context of the research, CSR informs the responsibility of luxury apparel brands and their association with sweatshops and the fast fashion industry.

The standards that are associated to labour, form a fundamental role within supply chain agreements. A supply chain encompasses a range of stages from the attainment of raw material to the retail store and then to the consumer. In relation to apparel brands, each brand governs the blueprint, supply, and promotion of apparel goods (Kozlowski, 2012). Such standards assure employee rights, as a result, CSR safeguards workers consequently protecting the reputation of corporations.

On the contrary, Blowfield (2016) argues that the concept of CSR regards emerging countries as the bearer of sources for luxury markets. This thus reflects the manner in which businesses view the community amid emerging countries and have capitalised on them through CSR advocacy campaigns (Blowfield, 2016). A core feature of CSR

represents the ethical features of capitalism, in a manner that relates to stakeholders and consumers. (Blowfield, 2016)

Brands utilise inclusive standards, regulations, and codes of practice, which include features of the environment and employee rights. The implementation of standards thus regulates the supply chain. Such regulation and standards amid the supply chain is termed 'ethical sourcing' (Blowfield, 2000).

The concept of ethical sourcing has placed stress on luxury apparel brands to perform responsibly amid their supply chain. Thus, luxury apparel brands have embraced the notion of CSR within their organisational culture to remain an effective corporate citizen in society (Kozlowski, 2012). However, CSR strategies that have been implemented by brands tend to direct their focus on securing the environment for future generations, as opposed to viewing the human rights of workers within the supply chain (Kozlowski, 2012)

In relation to the research study at hand, the notion of luxury apparel brands refers to the brands namely Zara, Topshop, Forever 21 and H&M. Luxury apparel brands are tantamount to the concept of fast fashion. Conversely consumer awareness regarding fast fashion have increased as a result of the recent Rana Plaza breakdown in Bangladesh and the publicized documentary 'The True Cost' exposing the fast fashion industry (Horler, 2018).

Fast fashion giants have now reacted to consumer awareness surrounding the concept of fast fashion and corporate social responsibility associated with the industry, by implementing CSR strategies (Horler, 2018). The luxury apparel brand Zara recently launched the 'Join Life' collection which encompasses apparel produced from sustainable raw materials such as organic cotton and recycled wool. Topshop's announcement of their 'Reclaim To Wear' collection creates apparel using reprocessed fabrics and off-cuts, and H & M recognises sustainable apparel by creating a 'Conscious Collection' of apparel that uses materials that have been sustainably sourced, further endorsed by celebrities to offer credibility to the collection line and their CSR efforts thereof (Horler, 2018). Consequently, luxury apparel brands are embracing CSR strategies through their apparel and aspirations towards a sustainable future.

The association amid fast fashion and luxury stems from the concept of fast fashion consenting the vision of luxury to a reality. The fast fashion made by luxury apparel brands lets consumers concede style over value. The concept of acquiring high end apparel from luxury brands boasts materialistic desires however realism takes over. The value of luxury apparel brands stems off the ethical appeal of apparel, created amid fashion cities around the globe however the sub-contracting of such apparel is now in Vietnam, India and China posing concern regarding the utilisation of sweatshops (Annamma *et al.*, 2012).

Sombart's (2013) Notion of luxury and capitalism and Veblen's (1997) trickle-down theory relates to the consumerism of luxury fashion apparel brands, as it plays a fundamental role in the identification of individuals amid a social setting. Hughes (2013) suggest that fashion and fashion trends govern the social acceptance amongst young consumers thus prompting the purchase of the season's must have apparel item. Apparel conveys a shared identification of like consumers amid a diverse range of hierarchical structures (Hughes, 2013). Luxury apparel brands communicate a feeling of youth, radiance, and fashion towards the individual sporting the garment. Such luxury apparel brands resonate with young consumers revealing their self-perception.

The consumer in the context of the research is the young consumer, aged 18-25 years of age, who reside in South Africa. This target market are fundamental in the consumption of luxury apparel brands. With the recent arrival of international apparel brands in South Africa, the young consumer influences the development of the South African apparel industry.

Consequently, insight into sweatshop labour has startled the young consumer, Linden (2016), suggests that consumers who are mindful of unjust practice amid sweatshops remain ambiguous when searching for apparel to purchase.

The arrival of the ethical consumer takes into account the ethical concern during the purchase process. Rejection from liberal structures feeds into the influence of the ethical consumer thus contributing to ethical conduct and social responsibility from fashion brands. Such a movement, as mentioned previously acknowledges the humanistic approach to corporate social responsibility (Hughes, 2013). Regardless of young consumers taking a stand and companies reacting thereafter, brands which

pose CSR as a fundamental core amid their organisational culture is of insignificant prominence to some consumers, during their purchase intention (Linden, 2016).

According to Hughes (2013), luxury apparel brands such as Patagonia and American Apparel are recognising sustainability and ethical conduct amid the apparel industry and are targeting the youth market when producing ethical fashion. Consequently, there has been opposing literature that occurs amid consumer attitude concerning the ethics in fashion. Young consumers want their apparel to be morally produced and some consumers do not factor ethics in the purchase of their apparel brands (Linden, 2016).

Ethics in fashion is described as apparel that is sourced and created amid sustainable practices, in relation to the humanistic element of ethics in the apparel industry, this relates to a sweatshop free environment (Shen, Wang, Lo and Shum, 2012).

In the 21st century, ethical fashion is recognised for exceeding its primary role as just a garment but gratifies emotional and spiritual requirements. Such apparel is worn during the liberal movements around the world, revealing issues such as gender and inequality through fashion (Scamans, 2016). The concern surrounding sweatshop labour poses great distress to consumers around the globe. The defilement of human beings amid sweatshops are fundamental when discussing the ethics in fashion and their purchase intentions thereof (Shen *et al.*, 2012).

Worldwide movements such as Fashion Revolution and Remake Our World are appealing for transparency amid the apparel industry. Such movements aim to fundamentally shift how apparel are created, for fast fashion giants to be socially responsible (Fashion Revolution, 2017). Luxury fashion apparel brands have thus retorted to exposing and showcasing the creators and countries of which apparel are made (Fashion Revolution, 2017).

The concept of fast fashion rests upon the creation of apparel, made cheaply because of high end luxury apparel trends. Fast fashion giants prosper on apparel that is created instantly to reach the retail store of the luxury fashion apparel outlet. Such fashion giants embrace low production and labour costs which leads to high volume of fashion apparel (Cook and Yurchisin, 2016). The luxury apparel brand Zara formerly produced their apparel in Europe but are now utilising sweatshops around the world

such as China, Vietnam, and Turkey for the subcontracting of apparel wear for their brand (Annamma *et al.*, 2012).

Watson and Yan (2013) & Barnes and Greenwood (2010) acknowledge 'fast fashion' as a business approach which crafts an effective supply chain to create luxury fashion apparel in response to the growing global fashion trends and consumer requirements amid the apparel industry (Watson and Yan, 2013).

The concept of fast fashion is pertinent to the research study at hand as luxury apparel brands create fast fashion to satisfy growing fashion trends and consumer demand. The 'Mcfashion' of the apparel industry, also known as fast fashion is recognised for its instant satisfaction it provides to consumers around the world, in search for the season's must have apparel. The industry of fast fashion creates the emergence of acquiring novel fashion apparel at a constant speed of consumer demand and global fashion trends (Annamma *et al.*, 2012).

According to Barnes and Greenwood (2010), there are a host of features that feed into the world of fast fashion and have thus influenced the arrival of a new market. The global apparel trends operate amid a product lifecycle within the market, from the launch to the regression.

The young consumer acquires a keen interest in the world of fashion prompting fashion retail giants for more product at an instant speed. Such interest is further fuelled by the ever-evolving fashion trends at the touch of a button in the 21st century. The catwalks around the world give inspiration to fashion retailers to create apparel amid sweatshops through sweatshop workers under a limited time and poor working conditions (Barnes and Greenwood, 2010).

In the documentary film *The True Cost* by director Andrew Morgan, the fast fashion industry is surveyed to gain insight and awareness of apparel that consumers purchase at an instant speed and the influence and impact thereof (*The True Cost*, 2015). The fast fashion business model, is one that has been widely prosperous for fast fashion giants however affects the lives of human beings at a rapid speed. The film creates insight into the world of fast fashion, and how fast fashion giants deem fashion apparel to be worthier of human life. According to Morgan (2015) the upheaval of fast fashion amid luxury apparel brands have altered the definition of fashion. The reliance of marketing and branding of fast fashion stores motivate consumers to

purchase luxury apparel brands rapidly, falling prey to global fashion trends (The True Cost, 2015).

The basic white t-shirt in the 21st century is the staple item of the apparel industry. However, the astonishing impact of that shirt lives a tale upon which hundreds of human hands have touched before it reaches the luxury apparel store. Luxury apparel brands are unable to reveal the truth behind each apparel and the ethical appeal of their supply chain (Plell, 2017).

In relation to the study at hand, the description of 'alienated' labour stems from workers being alienated in the production of labour, the labour is distressing, hostile and obligatory. For Marx, such are representative of alienated labour and are present in particular social settings (Marx, 2011).

According to Plell (2017), Vietnam is one of the greatest apparel countries to produce goods for the US, for fast fashion retail stores. A country like Vietnam, is home to numerous commissioned sweatshops for luxury apparel brands, upon which sweatshop workers withstand unhealthy and underprivileged work environments. Consequently, the rise of fast fashion has created a surplus of sweatshops around the world and amid the apparel industry (Plell, 2017).

On the previous discussion surrounding the theory of justice by philosopher John Rawls (1971) and the alienation theory by Karl Marx (2011), the expression of the 'sweatshop' can be recognised, derived from the word 'sweater', commonly known in the 1800's for the intermediary who produced apparel in arduous environments. The recent sub - contracting of apparel production to developing countries has paved the way for fast fashion giants adopting sweatshops (Hughes, 2013).

The concept of 'sweatshop labour' stems from the ethical appeal of the apparel industry. According to Hughes (2013), apparel displayed on consumers are created in remote factories by individuals amid poor working environments. Such factories are termed 'sweatshops' in the apparel industry and can be recognised as a workstation whereby workers are exposed to hazardous working conditions (Radin and Calkins, 2006). According to Plell (2017), the typical sweatshop labourer is a young lady, who leaves her town in anticipation of offering a greater well-being for herself and her family. Consequently, she becomes a victim to sweatshop labour (Plell, 2017).

In relation to the corporate social responsibility of luxury apparel brands, the sweatshop labourer is the middle man between the supply chain and thus gives rise to luxury apparel brands recognising their need to act responsibly amid the apparel industry (Plell, 2017). According to Hughes (2013), prior research contests the notion of the anti-sweatshop movement suggesting that sweatshops feed into the development of economy. The workers within sweatshops operate in such environments as it provides for job opportunities which creates employment thereof.

It was during the 90's upon which liberal structures fought the plight against the utilisation of sweatshops, consequently the 21st century is taking a global stance towards the 'anti-sweatshop movement' (Radin and Calkins, 2006). Organisations like 'Remake' and 'Fashion Revolution' raise awareness amid young consumers on the concept of fast fashion and sweatshops in the supply chain of luxury fashion apparel brands. Prior to the reveal of such organisations, the liberal structures during the 90's explored brands like GAP and Walmart in the pursuit of ethics amid their supply chain. This gave rise to consumers voicing their opinion and boycotting fast fashion giants in the hope of creating greater working environments and sustainable supply chains (Hughes, 2013).

Gaining a consumer perception on the ethics of fast fashion made by luxury apparel brands, allows to delve in the way forward for fast fashion. The notion of slow fashion currently creates the path towards the future of luxury apparel brands.

The rise of slow fashion amid society and the global apparel industry, was introduced as a reaction to fast fashion and unethical organisational practise. Slow fashion is sustainable fashion, which aspires to create a sustainable supply chain and ethically sourced material in the production and manufacturing of apparel (Ertekin and Atik, 2015). The sway towards slow fashion is sustaining a healthy supply chain and lucidity in the apparel industry. The insight and awareness towards the movement comes from the liberal structures that oppose fast fashion and the recent occurrence in a Bangladesh sweatshop, which killed thousands of sweatshop labourers because of the poor working conditions (Henninger, Alevizou and Oates, 2016). The primary descriptor of slow fashion comes from the social responsibility in fashion, however the perception towards slow fashion is that such apparel is not as fast, as slow fashion brands create apparel twice a year (Henninger *et al.*, 2016). Selected luxury apparel

brands such as Stella McCartney and Vivienne Westwood have embraced the concept of slow fashion, counteracting the fast fashion supply chain.

Consequently, the concept of slow fashion within the fashion industry aspires to create an all-inclusive stance on how consumers can utilise slow fashion apparel. Slow fashion is designed to be kept and worn for a longer period and persuades consumers to purchase high end apparel a fewer times a year. The growing rise of slow fashion aims to create a conscious consumer, that values fashion and their fashion apparel (Jung and Jin, 2014).

2.4 SUMMARY

The literature reviewed above is relevant to the dissertation topic and objectives of the study. The literature has been significant in building a strong foundation of knowledge that has guided this study, as it broadened the researcher's knowledge on the theoretical framework in relation to corporate social responsibility, fast fashion, sweatshops and luxury apparel brands. Chapter three introduces the research methodology.

CHAPTER THREE - RESEARCH METHODOLOGY

3.1 INTRODUCTION

The following chapter provides an in-depth analysis of the research methodology conducted by the researcher to achieve the research objectives. The research design, research approach, target population, the sample size, data collection method, data analysis method, validity, reliability and trustworthiness and ethical considerations are discussed below.

From the data gathered the researcher was able to generate meaning from different perspectives of young consumers, in the context of fast fashion made in sweatshops by luxury apparel brands, which in turn yields insights and understandings. These insights guided the researcher's dissertation in providing a clear path to convey a constructive conclusion answering the research objectives.

3.2 RESEARCH DESIGN

3.2.1 Research Paradigm

The research study is grounded in an interpretivist paradigm, a concept prompted by phenomenology that aspires to create subjective interpretations of human beings and their perceptions of the world. The interpretivist paradigm is a preliminary idea in analysing and comprehending social phenomena (Maree, 2016).

Interpretivists deem that reality is a social construct and thus by studying human beings in their social contexts poses a notable occasion to understand perceptions of reality. An interpretive analysis aspires to understand phenomena through the meaning human beings ascribe to them (Maree, 2016).

Interpretivists suggest studying and defining meaningful social action to essentially understand human behaviour (Du Plooy - Cilliers, Davis and Bezuidenhout, 2014). The research study adopted an interpretive understanding about the subjective meaning of the social action, that is, to gain consumer perceptions towards the ethics of buying fast fashion made by luxury apparel brands (Maree, 2016). Encompassing an interpretivist view in the research enabled the researcher to gain an in-depth

understanding towards the perception of young consumers and their attitude and awareness of the ethics of fast fashion amid luxury apparel brands.

The concept of phenomenology seeks to view how the young consumer ascribe phenomena within their live. The phenomena in the context of the research are corporate social responsibility, fast fashion, sweatshops, and luxury apparel brands (Du Plooy - Cilliers *et al.*, 2014).

A metatheoretical position of the interpretivist paradigm, shed light on the young consumer, and their relationship with luxury apparel brands. The paradigm further clarified the subjective involvement of young consumers and their behaviour towards luxury apparel brands. The theories ahead will inform the behaviour and practice of the young consumers (Du Plooy-Cilliers *et al.*, 2014).

The surveying of the young consumer in the context of the research topic at hand, offers a notable viewpoint into the perception of the fast fashion industry and the social responsibility thereof (Maree, 2016). Taking an interpretivist view of the research at hand, allowed the researcher to gain insight into a consumer perception towards fast fashion made in sweatshops, by luxury apparel brands.

3.2.2 Design and Conceptual Approach

3.2.2.1 Conceptual Approach

The conceptual approach that addressed the research purpose and objectives at hand utilised a qualitative research approach. Qualitative researchers refer to a whole-world experience as they are interested in the depth of human experience, involving all personal and subjective elements that are characteristic of individual experiences and meanings associated with a phenomenon (Du Plooy-Cilliers *et al.*, 2014). Attempting qualitative research in the study to collect data enabled the researcher to explore, understand, and describe the phenomena at hand.

Qualitative research represents real-life, as it views interaction amid individuals in a natural setting (Maree, 2016). Qualitative researchers are interested in how humans position themselves in their settings and how people make sense of their setting through symbolism, tradition, and social structures (Bell, 2010).

In relation to the research, the aim of the study was to gain insight into a consumer perception towards fast fashion made in sweatshops by luxury apparel brands. The research study reviews how consumers perceive 'fast fashion' along with its luxury brand appeal and are they aware of the corporate social responsibility regarding luxury fashion apparel brands. The research determined whether or not the young consumer is aware of the ethics when they buy fast fashion made by luxury apparel brands and if so, do they care? In the research methodology the researcher explored the corporate social responsibility of a few luxury fashion apparel brands that are exclusive to the youth target market.

3.2.2.2 Research Design

The purpose of this study was to explore and describe the topic at hand. Exploratory research aims to explore unknown areas of research to gain new insights and become familiar with an unknown situation and behaviour into the phenomenon (Du Plooy-Cilliers *et al.*, 2014). The aim of exploratory research is to recognise fundamental variables to thus gain a deeper understanding of the phenomena (Maree, 2016). Descriptive research describes a comprehensive account of the situation, group of individuals or phenomena (Maree, 2016).

In relation to the research, fast fashion is an area that gives rise to the exploration of new insights to thus describe a young consumer's perception towards fast fashion made in sweatshops by luxury apparel brands. This study was exploratory in nature, as it explored a phenomenon that is not widely researched in Durban, South Africa and descriptive, as it described the perceptions that would emerge.

A phenomenological research strategy was most suited to meet the aims of the study. Maree (2016) views a phenomenological study as one that describes the meaning of lived experiences of a phenomenon or concept for several individuals (Maree, 2016). The research gathered information concerning the meaning that participants attach to fast fashion made in sweatshops by luxury apparel brands. Phenomenologists suggest that human action is meaningful, and people ascribe meaning both to their own and other people's actions. Phenomenology is viewed as an interpretive process in which the researcher makes an interpretation. (Maree, 2016). This research paper views the concept of fast fashion made in sweatshops by luxury apparel brands from the lives of

the participants. The participants gave rise to perceptions, feelings and meaning they ascribe to luxury apparel brands, fast fashion and corporate social responsibility.

The line of reasoning followed an inductive approach, according to Du Plooy-Cilliers *et al.* (2014) inductive theorising involves gathering theoretical concepts from the data and analysis of the study at hand (Du Plooy-Cilliers *et al.*, 2014). Inductive theorising gathers specific data to create a general claim from the research findings (Du Plooy-Cilliers *et al.*, 2014).

3.3 RESEARCH METHODOLOGY

3.3.1 POPULATION

The population parameters allowed the researcher to classify the population of the study and distinguish between the target population and the accessible population (Cohen, Manion and Morrison, 2000).

The population parameters of the study are as follows:

1. The nature of population - The unit of analysis were people, which refer to the young consumers aged 18-25-years of age in Durban.
2. The unique characteristics of the population - The young consumers aged 18-25 years of age who are consumers of luxury fashion apparel brands in Durban. These young consumers pose an interest in fashion and wear fashionable apparel. They are the fashion conscious, affable and on-trend young consumer.

The target population can be described as everyone or everything that falls within the population parameters (Maree, 2016). For the research the target population refer to all the people who meet the population parameter of the study which are all young consumers aged 18-25 years of age, who are consumers of luxury fashion apparel brands in South Africa. A hindrance in the study is that there are a great number of young consumers aged 18-25 years who are consumers of luxury fashion apparel brands in South Africa and the researcher was not able to contact all of them. Consequently, the researcher determined which young consumers will be able to contact.

The researcher chose to focus on a select number of young consumers aged 18-25-year-old from the Vega school of branding Umhlanga Durban, Kwa-Zulu Natal as they

would be easier to contact. These young consumers formed the accessible population for the study. The accessible population is the portion of the target population that the researcher was able to reach to ask questions regarding fast fashion made in sweatshops by luxury apparel brands to gain insights and perceptions thereof.

3.3.2 SAMPLING

Sampling involves creating a list of the people the researcher would like to make contact with or a list of the participants that the research will be analysing (Du Plooy-Cilliers *et al.*, 2014). Through the selection of a sampling method the researcher was able to determine how many people will be included in the sample and sample size. The sampling technique that best suited the research study is a non-probability sampling technique.

The purpose of the study is to explore and describe, therefore, non-probability sampling was most suitable. According to Maree (2016), non-probability sampling is utilised when it is impossible to establish who the entire population is or when it is difficult to acquire access to the entire population (Maree, 2016). The type of non-probability method that was chosen to select the participants is purposive sampling technique and convenience sampling.

The purposive sampling technique selects the elements of the population, based on a set list of characteristics that serve the purpose of the study (Bell, 2010). The young consumer aged 18-25 years of age from the Vega school of branding Umhlanga Durban, Kwa-Zulu Natal, who are consumers of luxury fashion apparel brands, are fashion conscious, affable and on-trend were purposely chosen by the researcher to participate in the study. In doing so, the researcher ensured that each element of the sample supported and contributed to the research study as the elements fall within the population parameters of the study.

Convenience sampling involves selecting participants that are familiar and easily accessible (Cohen *et al.*, 2000). In relation to the research study, the students at the Vega school of branding Umhlanga Durban, Kwa-Zulu Natal were convenient as they were easier to contact and is a convenient and commonly used approach.

The sample size can be recognised through the characteristics of the population, the accuracy of results and the purpose of inquiry (Maree, 2016). The researcher interviewed 13 participants.

3.3.3 DATA COLLECTION METHOD

Data collection involves communicating with the members of the population that will be sampled to gather information about the study (Du Plooy-Cilliers *et al.*, 2014). The data for the research was collected utilising a qualitative data collection method (Du Plooy-Cilliers *et al.*, 2014).

Qualitative research is multidisciplinary as it encompasses diverse practices for generating knowledge. The core of qualitative research is to extract meaning from data i.e. the social meaning individuals ascribe to their experiences and situations (Maree, 2016). Adopting a qualitative perspective allowed the researcher to understand participants perceptions regarding the study at hand (Bell, 2010).

Qualitative research enabled the researcher to engage with the fashion- conscious young consumer who wear luxury apparel brands to thus acquire a greater understanding and receive essential data. The qualitative data collection methods that were utilised for the study are focus groups and semi-structured interviews.

3.3.3.1 Focus groups

A focus group is a meeting of a small group of people, that is intended to uncover the behaviour, way of thinking and preferences of participants who are interviewed by a facilitator (Du Plooy-Cilliers *et al.*, 2014). In relation to the research study, the researcher conducted a focus group of individuals that fall within the sample size of the population. A focus group for the study allowed participants to express their views and opinions regarding predetermined, open-ended questions related to fast fashion made in sweatshops by luxury apparel brands. Themes and broader questions regarding the study were identified to prompt discussion among the participants. The discussion was conducted in an unstructured manner to ensure that participants can freely express their opinions on the study at hand and encouraged a fluid exchange of ideas on the phenomena. The focus group explored consumer perceptions to thus inform and be used by local luxury apparel brands to identify their responsibility as a

corporate citizen. A total of one focus group with six students from the Vega school of branding Umhlanga Durban, Kwa-Zulu Natal were participants in the focus group. The participants were interviewed in a public domain by the researcher. An outline of the focus group guide can be found in Appendix 1.

3.3.3.2 Semi- Structured interviews

A semi-structured interview is utilised to pose questions to participants with the aim of establishing their views, opinions, and beliefs about a specific phenomenon (Maree, 2016). The semi-structured interview is founded upon a line of inquiry created by the researcher prior to the interview (Maree, 2016). The researcher had a set of pre-determined questions on the interview schedule however these questions served as a guide rather than dictate the interview process. In the semi structured interview there were open questions which were followed by further probing and clarification (Maree, 2016). The researcher was attentive to the responses of her participants to analyse new and emerging lines of inquiry that are directly related to the phenomena at hand. The researcher, according to the aims of the study, and with the use of guidelines, compiled a list of questions which enabled her to get a detailed description of the study. The participants were interviewed in a public domain by the researcher.

Through the interviews the researcher gained an in-depth understanding into the perceptions of young consumers on fast fashion made in sweatshops by luxury apparel brands, to thus create awareness and be used by local luxury apparel brands to identify their responsibility as a citizen. A total of seven students from the Vega school of branding Umhlanga Durban, Kwa-Zulu Natal were participants in the interviews. A detailed outline of the interview guide can be found in Appendix 2.

3.3.4 DATA ANALYSIS METHODS

To refine the raw data of the study, in reaching themes and possible issues the researcher utilised a qualitative data analysis and interpretation. Qualitative data analysis is the means of creating arrangement and organisation to the data (Maree, 2016). This method entails condensing the bulk of raw data, filtering the important and categorising an insight to thus convey what the data has exposed (Du Plooy-Cilliers *et al.*, 2014).

Qualitative data analysis is grounded on an interpretive philosophy that aspires to analyse meaningful and symbolic content of qualitative data. The analysis determines how participants make meaning of a particular phenomena by analysing their perceptions, attitudes, understanding, knowledge and experiences (Maree, 2016). Through a qualitative analysis and interpretation, data is transformed into findings. In relation to the study, the type of data analysis method that was utilised for analysing data from the focus group and interviews was content analysis.

Qualitative content analysis was used to investigate evident and non-evident commonalities within the data. The focus on qualitative content analysis in the research study, was to acquire themes which will communicate the value of the phenomena (Du Plooy-Cilliers *et al.*, 2014). The phenomena in the context of the research are corporate social responsibility, fast fashion, sweatshops, and luxury apparel brands. The type of qualitative content analysis technique that was used to analyse and interpret the data is thematic coding.

Thematic coding is the method of data reduction through identifying themes (Maree, 2016). In relation to the research study, thematic coding involved using the data from the focus group and interview transcripts. The data was analysed using the elements of coding, categorising and finding re-emerging themes amongst others. The researcher used her own descriptive themes and expressions and established categories according to those phrases.

3.3.5 VALIDITY, RELIABILITY AND TRUSTWORTHINESS

The concept for validity and reliability in qualitative research is termed 'trustworthiness'. Du Plooy-Cilliers *et al.*, (2014). propose that trustworthiness is communicated through credibility, transferability, dependability, and confirmability.

Credibility refers to the accuracy in which the researcher translated the data that was provided by the participants (Du Plooy- Cilliers *et al.*, 2014). For the research study, the researcher adopted good listening skills and engaged in reflection to acquire an accurate understanding. The participants were given sufficient time to talk about their experiences. A wide range of data sources were utilised such as a literature study, semi - structured interviews and focus group.

Credibility was further enhanced through familiarising with the participants at an early stage, consequently being a student at the Vega school of branding allowed the researcher to familiarise herself with the participants prior to data collection. Further measures to ensure credibility included a defined purposive sampling, detailed data collection methods, regular debriefing sessions between the researcher and her superiors, the researcher's reflective notes and member checks.

Transferability does not encompass generalised claims but rather invites readers of research to make associations between elements of a study and their own experiences (Maree, 2016). Purposive sampling is a strategy to increase transferability (Bell, 2010), thus careful thought was given in selecting the participants to ensure they represent and are in context with the population regarding the phenomena of the study (Bell, 2010).

Dependability relates to the reliability of the data collection method, data analysis and the theory produced from the data (Maree, 2016). In relation to the study, the researcher documented the category descriptions that were created and the observations that were noted in the data. The analysis process was documented to ensure that another person can view and navigate the decisions, analysis and interpretations the researcher has made.

Confirmability refers to the extent to which the findings of a study are shaped by participants and not by researcher bias and interest (Bell, 2010). For the study, field notes were written immediately after the focus group and interviews, to thus be

analysed. Upon the completion of the session, the researcher provided participants with a summary of the themes identified and offered them an opportunity to comment thereof.

3.4 ANTICIPATED CONTRIBUTION

The research explored a consumer perception on the corporate social responsibility of fast fashion made in sweatshops by luxury fashion apparel brands, to discover consumer attitude and awareness regarding luxury fashion apparel brands made in sweatshops and whether or not young consumers are responsible in selecting ethical retailers. The researcher is currently an honours student and working towards a career as a brand strategist, thus the research will guide her towards understanding the young consumer's perspective on fast fashion made in sweatshops by luxury apparel brands and the corporate social responsibility thereof. The results from the research study will contribute to the field of corporate social responsibility within luxury fashion apparel brands.

3.5 ETHICAL CONSIDERATIONS

Ethics can be described as the professional code of conduct that sets a standard for attitude and behaviour and are essential as they are likely to influence all the stakeholders in the research study (Du Plooy-Cilliers *et al.*, 2014). The stakeholders of the research are the participants, the academic institution which refers to the Vega school of branding and myself, the researcher.

The following ethical considerations were implemented in the research study:

3.5.1 Informed consent

The participants must have knowledge that they are taking part in a research study and are required to be formally notified and must give their consent. They would need to recognise what is required of them during their participation, how their identity will be protected and how results be used (Cohen et al,2000). In relation to the research study, two weeks prior the focus groups and interviews, a written consent from each participant was required by means of filling out a consent form. The participant consent form can be found in Appendix 3. The research study was approved by Vega's Ethics Committee as part of the approval process, the ethical clearance provided by the IIE was signed by the researcher's navigator and supervisor (Appendix 4).

3.5.2 Confidentiality and anonymity

To assure participants anonymity, the researcher must consent to not record the participants names at any stage of the research process, and that the researcher will not be able to match their identity to their research response. To assure confidentiality, the researcher ensured that even though she was able to match the participants identities to their research responses, that information will be known only to the researcher and will be made available to no one else (Du Plooy-Cilliers et al,2014).

3.5.3 Deception of participants

The deception of participants can occur when the researcher does not communicate the aims and objectives of the research study accurately (Bell, 2010).

In relation to the research study, the researcher ensured that participants are not deceived in any way. The consent form included the necessary information participants required to make an informed decision to participate. The researcher stated that she would make use of a recording device during the in-depth interview and focus group. Participants were reminded prior commencement of the study that the recording device will be used.

3.6 LIMITATIONS

The following section outlines the limitations of the research conducted:

3.6.1 Resources

The research study was limited to a time restraint and small budget thus travelling could not be conducted outside of South Africa. The researcher could not conduct ethnographic research, to immerse herself in a sweatshop that produces fast fashion for luxury apparel brands. The researcher ensured that all data was accurately collected thereof.

3.6.2 Accessibility

The accessible population includes a large number of young consumers to reach within the time and resource constraints to complete the research. As a result of the accessible population being so widespread, the researcher was not be able to verify

who all the members of the population are. Consequently, the researcher reduced the number of the accessible population by precisely drawing a sample.

3.7 SUMMARY

Chapter Three has presented a detailed research design and approach. Qualitative research was selected as it enabled the researcher to capture perceptions and opinions based on the study. A suitable target population and sample size were selected, data collections and analysis were discussed. Validity, reliability and trustworthiness were presented and acknowledged ensuring credibility of research, and ethical considerations were acknowledged when doing the research. Chapter Four introduces the findings of the research.

CHAPTER FOUR - PRESENTATION AND DISCUSSION OF FINDINGS

4.1 INTRODUCTION

This chapter contains the presentation and discussion of the data collected through the semi - structured interviews and focus group. The data is tabulated, discussed and represented in graphs, pie charts and word clouds for ease of interpretation and understanding of the data. It is important to note that this was a small-scale qualitative research thus is not statistically sound and results are not generalised.

4.2 PRESENTATION AND DISCUSSION OF FINDINGS

The data presented is based on the research findings, to represent the consumer perception towards fast fashion made in sweatshops by luxury apparel brands. The findings are presented as to how the questions and objectives relate to one another. It is important to note that while the data appears to be represented in a quantitative (statistical) aspect, a qualitative approach was utilised to help identify themes and patterns that developed.

4.2.1 Demographics of respondents

The respondents were males and females between the age of 18 and 25. Below, Figure 4.1 represents the gender of the respondents who participated in this study, where most were female.

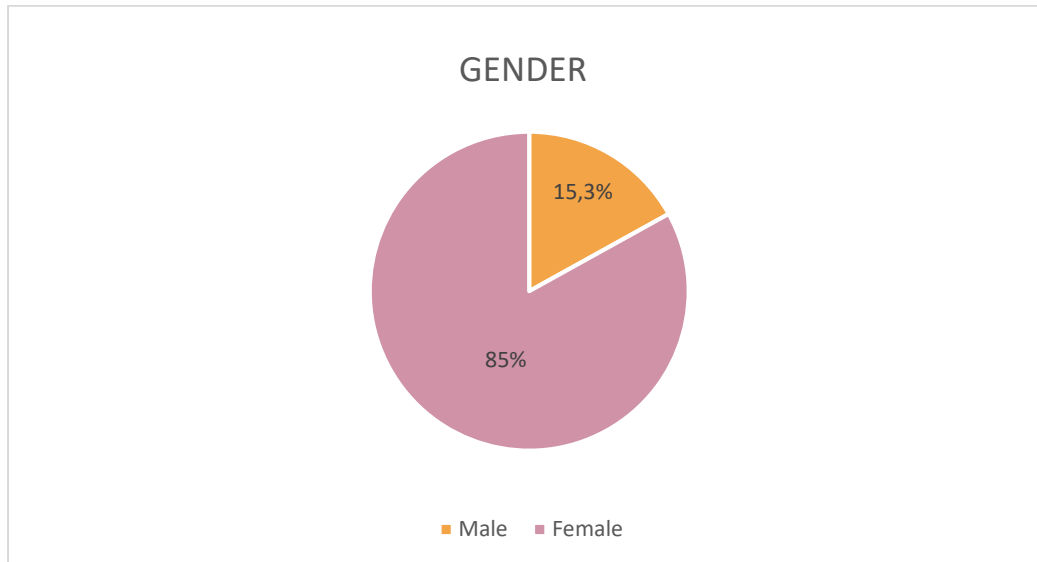


Figure 4. 1: The gender of respondents

4.2.2 Results and discussion of consumer perception towards fast fashion made in sweatshops by luxury apparel brands

Below is a presentation of the results captured from the respondents who participated in the semi – structured interviews and focus group. Additional explanations and insights are quoted from the focus group. The semi - structured interviews contributed to the insights into themes and patterns for the researcher and the focus group gave the researcher in-depth experiences.

4.2.2.1 Question 1: What did ethical and unethical fashion mean to the respondents?

The question of what does ethical and unethical fashion mean for respondents were asked in order to obtain a snapshot of respondents' views of their notion of ethics in fashion. A word cloud technique was utilised in order to illustrate the prominence of similarity of words by respondents.



Figure 4. 2: Perception of ethical fashion

From Figure 4.2 the common words associated with ethical fashion consist of the product, people, working environment, working hours, wage, sustainable material, the planet and supply chain. Respondents associate ethical fashion with the ethical manner in which brands ethically run a business within the environment. Their response related to each stage in the supply chain of apparel which is how ethically the product was made, the working conditions of the people making the clothing are working in, what do they get paid, their working hours and their health and safety. The respondents also define ethical fashion by the manner in which brands source sustainable fabrics and thus do not cause harm to the environment and the planet.



Figure 4. 3: Perception of unethical fashion

From Figure 4.3 it is clear that the common words associated with unethical fashion consist of supply chain, ethical standards, poor working conditions, minimum wage, sweatshops, labourer, unsustainable fabric, overconsumption. The common theme that respondents associate unethical fashion with is the supply chain of apparel not conforming to ethical standards. This related to a brand' s use of sweatshops, with poor working conditions, over worked labourers, minimum wage and the use of unsustainable fabric and material.

The common thread of responses for the term 'ethical' and 'unethical' fashion related to each stage of the supply chain of apparel and the extent of sourcing sustainable raw material in the manufacturing process of the apparel.

4.2.2.2 Question 2: What did the term ‘fast fashion’ mean to the respondents?

The following question asked respondents what the term fast fashion meant to them. A word cloud technique was utilised to illustrate the prominence of similarity of words by respondents.



Figure 4. 4: Perception of fast fashion

Figure 4.4 shows a common theme of the words “fashion trends” being the most predominant whilst the words fashion demand, high fashion, mass production goods, mimic trends, affordable, available, fast food, unhealthy, unethical, cheap, quick turnover are quite common as well. There was a common theme by which respondents give meaning to the term ‘fast fashion’. For respondents the term ‘fast fashion’ is the creation of apparel which are first seen on fashion runways that indicate a fashion trend. These high fashion trends are then mimicked through mass production which is affordable and available to the masses and general public. The respondents suggest that there is a quick turnover as a result of the high rate of apparel production. However, a number of respondents from the semi-structured interviews were not aware that fast fashion is sold at a higher end price and thus did not relate fast fashion

to high end luxury apparel brands. The following quotes are taken from the focus group discussion and semi-structured interviews.

“Fast fashion is fashion that is produced at a higher rate each season, this would relate to autumn/winter and spring/summer. In the earlier years they would produce one or two collections a year, because of the democratisation of luxury taste, consumers now have access to fashion at a faster rate. Brands are now producing clothing weeks after weeks instead of months after months. Instead of having two seasons a year they have four seasons a year. Big brands like Zara, Topshop, Forever 21 and H&M are having these nearly weekly”.

4.2.2.3 Question 3: What brands came to mind when respondents heard the term ‘luxury apparel brands’?

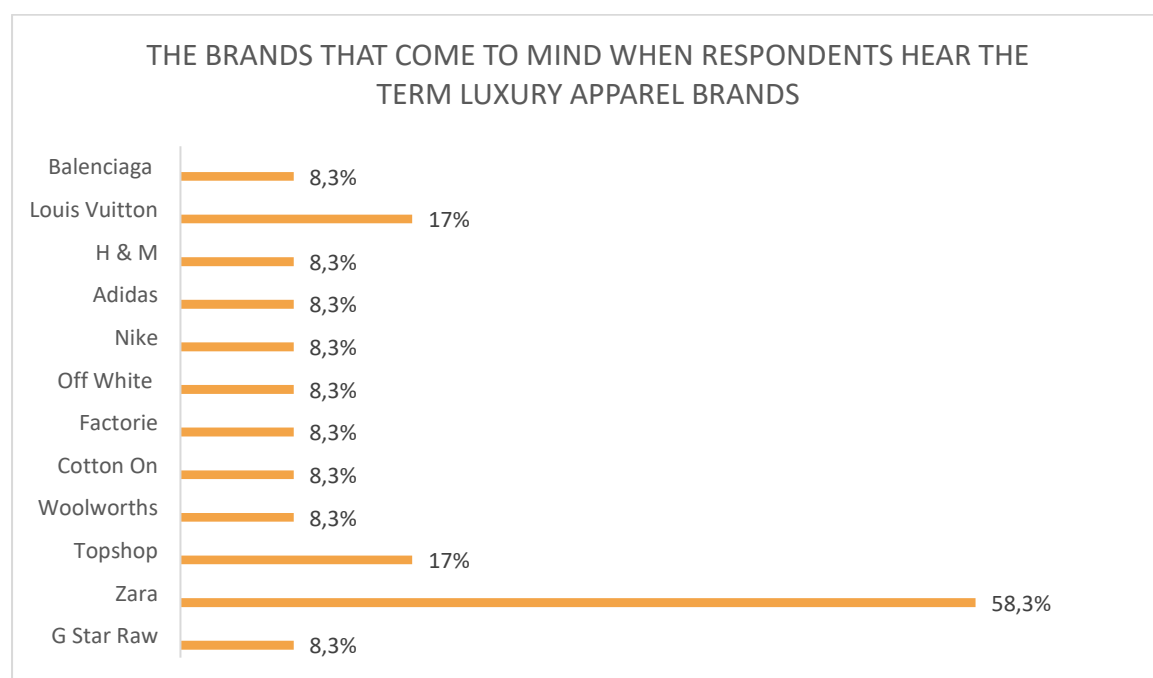


Figure 4. 5: Figure showing brand awareness

The following question asked respondents what came to mind when they heard the term ‘luxury apparel brands’. Most of the respondents view the brands Zara, Topshop and Louis Vuitton as the top of mind brand in relation to the luxury apparel category. The common thread can be seen that the Zara brand is largely viewed as a luxury apparel brand amid respondents in both the semi-structured interviews and focus group. Consequently, it can be seen that Zara is the biggest and leading high street

luxury apparel brand in relation to the study. The following quotes are taken from the focus group discussion.

“Luxury brands fall under specific categories which are couture, semi couture, luxury, high street and mass produced”.

“Luxury brands seek the fashion trends before anyone else”.

“Expensive and unconventional”.

“Clothing that you buy depending on your social stature, for me it’s the brand G star Raw”.

4.2.2.4 Question 4: Were respondents aware of the fast fashion made by luxury apparel brands?

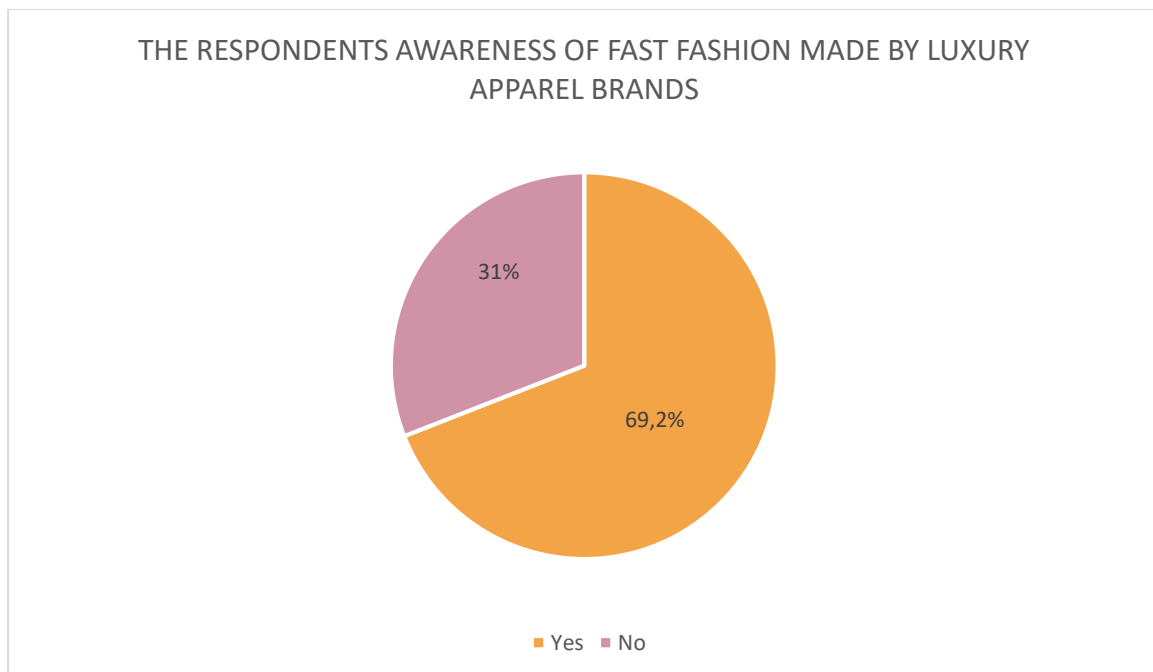


Figure 4. 6: Figure showing the number of respondents aware of fast fashion made by luxury apparel brands

The following question tested the respondent’s awareness of fast fashion made by luxury apparel brands. It was a common answer that most of the respondents are aware of the fast fashion made by luxury apparel brands. Supporting Figure 4.6 are quotes from the focus group and semi- structure interviews:

“No, I am not aware, but I would like to be”.

“Yes, as a fashion student I am exposed to documentaries that reveal the world of fast fashion and luxury apparel brands and their relationship thereof”.

4.2.2.5 Question 5: What did respondents think of when they heard the term ‘sweat shop’?

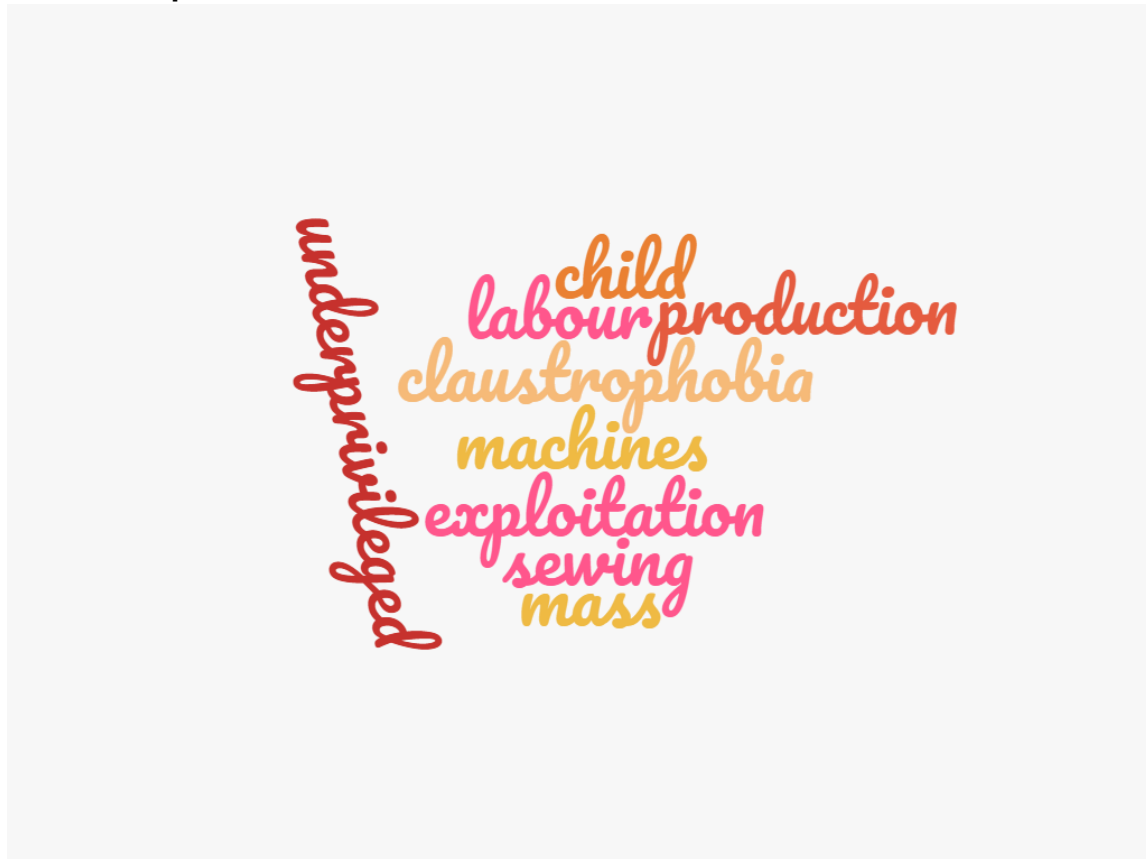


Figure 4. 7: Perception of sweatshop

The following question asked respondents what they thought of when they heard the term sweatshop. The following question tested the perception of respondents on the ethics of fast fashion and the extent to which knowledge of sweatshops were revealed.

From Figure 4.7 it is evident that the common words associated with the term ‘sweatshop’ were mass production, underprivileged, child labour, sewing machines, exploitation and claustrophobia. There was a common theme by which respondents give meaning to the term ‘sweatshops’. Respondents suggest that the term sweatshop relates to the area or place that apparel is created in and signify the element of people in a confined space creating mass produced goods. However, a respondent from the semi-structured interviews had never heard of the term ‘sweatshop’ before. The following quotes are taken from the focus group discussion and semi- structured interviews:

“A store that sells nice sweaters”

“A lot of underprivileged people stuffed into a room with sewing machines everywhere, working ridiculous hours. This would also relate to child labour”.

“No freedom, in a sense like a different world. It is something a human would never want for another, to live in such a condition, to get sick from not having enough air, light”.

4.2.2.6 Question 6: Do you know of any luxury apparel brands using sweatshop factories to make apparel?

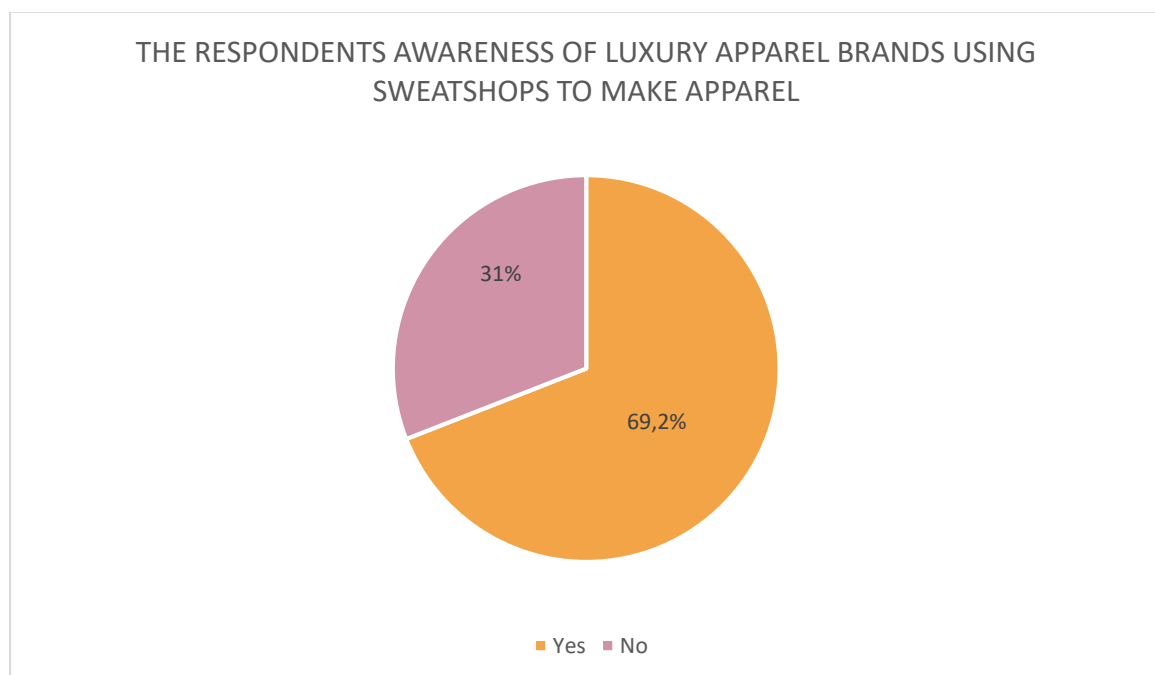


Figure 4. 8: Figure showing respondents awareness of luxury apparel brands using sweatshops

The following question asked respondents if they are aware of luxury apparel brands using sweatshop factories to make apparel. The following question tested the perceptions of respondents regarding ethics in fast fashion made by luxury apparel brands and their familiarity of brands that utilise sweatshops to create their apparel.

A large number of respondents are aware of apparel brands that make use of sweatshops whereas a few numbers of respondents were unaware of brands that use sweatshops. There was a common theme and focus of the Zara brand that suggested the use of sweatshops in the creation of their apparel. The H&M brand was also remembered for utilising sweatshops. In addition to the Zara brand, luxury sports

apparel brands Nike, Puma and Adidas were recalled by respondents, that utilise sweatshops in the creation of their apparel. Respondents remembered scandals and incidents surrounding the brand that gave light into the world of sweatshops within developing countries. The following quotes are taken from the focus group discussion and semi- structured interviews:

“Puma had a scandal where the factory workers had to hospitalised because of exhaustion and they were overworked”.

“Zara in one country maybe using a sweatshop but in another country none of their suppliers are sweatshops”

“There is always one sweatshop that produces for many brands, like a sweatshop producing only denim apparel will supply to multiple brands”.

4.2.2.7 Question 7: Did knowledge of sweatshop labour concern or impact the decision of respondents to purchase apparel?

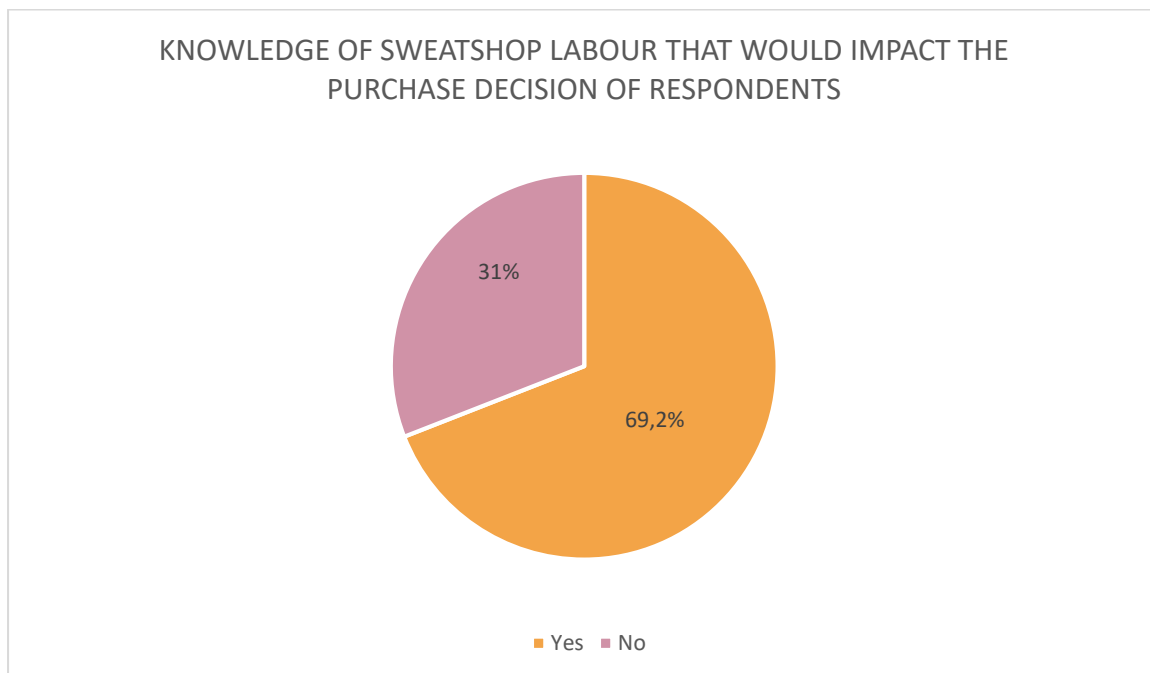


Figure 4. 9: Figure showing respondents knowledge of sweatshop labour to impact their purchase decision

The following question asked respondents if knowledge of sweatshop labour would concern or impact their decision to purchase apparel. The following question tested the extent to which respondents factor ethical manufacturing in their purchase decision of luxury apparel brands.

From Figure 4.9 there was a common thread that suggested having knowledge of sweatshop labour would impact their purchase decision of apparel. In addition, a small number of number of respondents do not feel like knowledge of sweatshop labour would impact their decision to purchase apparel. Although there were respondents who felt that such knowledge would impact their purchase decision, the respondents that are not affected by such knowledge fervently supported their stance. The stance of these respondents highlighted the notion that if there were a larger awareness created around the ethical appeal of luxury brands and if everyone were to question these brands then it would have a greater impact on their purchase decision. The following quotes are taken from the semi- structured interviews and focus group:

‘When I go into a Mr Price store, I only buy garments that say made in South Africa, that is my own way of contributing to my own country, because I know the factories that produce garments for Mr Price in South Africa are looked after’.

“It doesn’t make a difference to me because brands are still going to produce for the masses using sweatshops whether I buy it or not. If I don’t but that t-shirt from H&M, they will still use sweatshops to make t-shirts. I guess if everyone was aware of sweatshop labour and the lack of attention to ethical consideration, everyone would boycott a specific brand and then it would make a difference to me”.

“It wouldn’t as you remove yourself from it when you think about. Also, when you want it and it is cheap, accessible and trendy you just buy it anyway. I think because it’s not in your face, you know about it in the back of your mind, but it’s not communicated all the time”

“For me the driving factor behind fast fashion is the price of the apparel, as consumers we don’t want to pay an exorbitant amount for clothing thus there is always going to be a need for cheap labour. The only way to find cheap labour is in developing countries like Bangladesh, Vietnam, Madagascar, Thailand, China where sweatshops can be opened with many people waiting for job opportunities and basic income”.

“If the product is good looking and I have a desire for that apparel, I am able to overlook how it’s been made, whether ethical or unethical”.

4.2.2.8 Question 8: Were the respondents aware of ethical fashion or slow fashion brands?

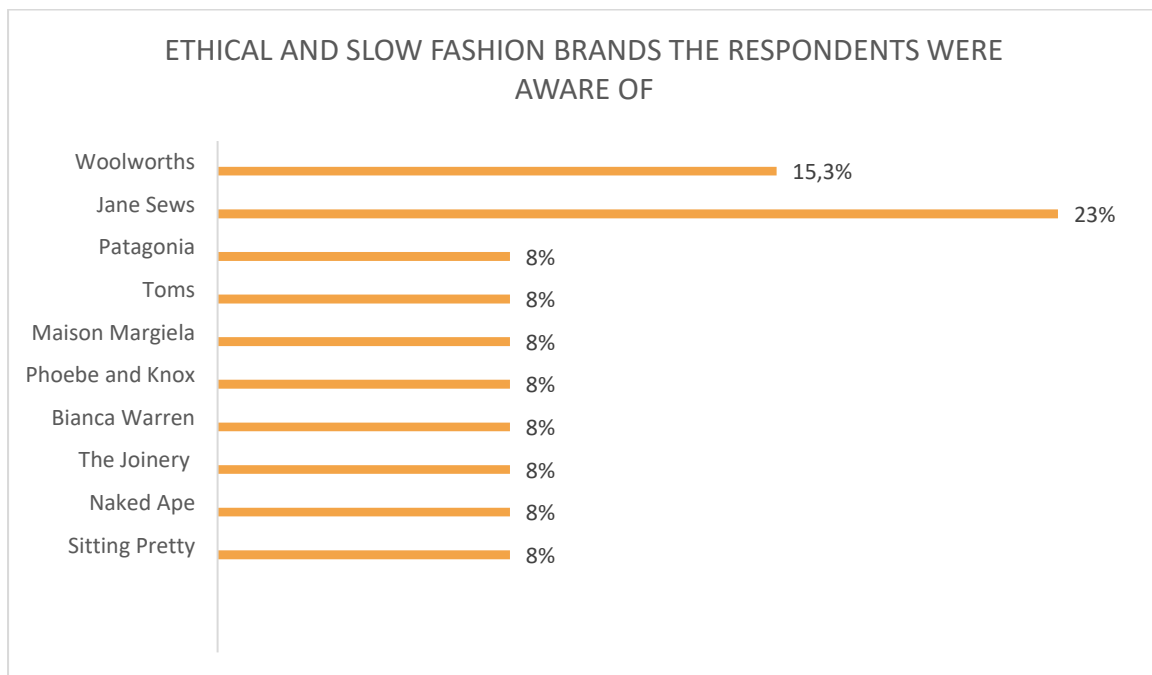


Figure 4. 10: Figure showing brand awareness

The following question asked respondents if they were aware of ethical fashion or slow fashion brands. The question tested awareness of the ethical appeal of brands and those that place a great emphasis on ethical standards and the move towards slow fashion.

Respondents recalled the brands Woolworths, Jane Sews, Patagonia, Toms, Maison Margiela, Phoebe and Knox, Naked Ape, Bianca Warren, The Joinery and Sitting Pretty. A few respondents are not aware of any ethical fashion and slow fashion brands. The common thread highlighted from respondents who were aware of ethical fashion brands suggest that there are a great number of local South African fashion brands that create ethical and sustainable fashion. The respondents also suggest that the promotion of the slow fashion movement is greatly being acknowledged and promoted via fashion bloggers and social media influencers towards purchasing and consuming less apparel and the encouragement to purchase sustainable and slow fashion brands. The following quotes are taken from the focus group and semi-structured interviews:

“Influencers on my social media that I interact with are Emma Hill, The Anna Edit and Lizzy Hadfield are promoting the move away from fast fashion to shopping more ethically and sustainably for apparel”.

4.2.2.9 Question 9: Did the respondents consider purchasing an item of clothing because it was made in a sweatshop free environment?

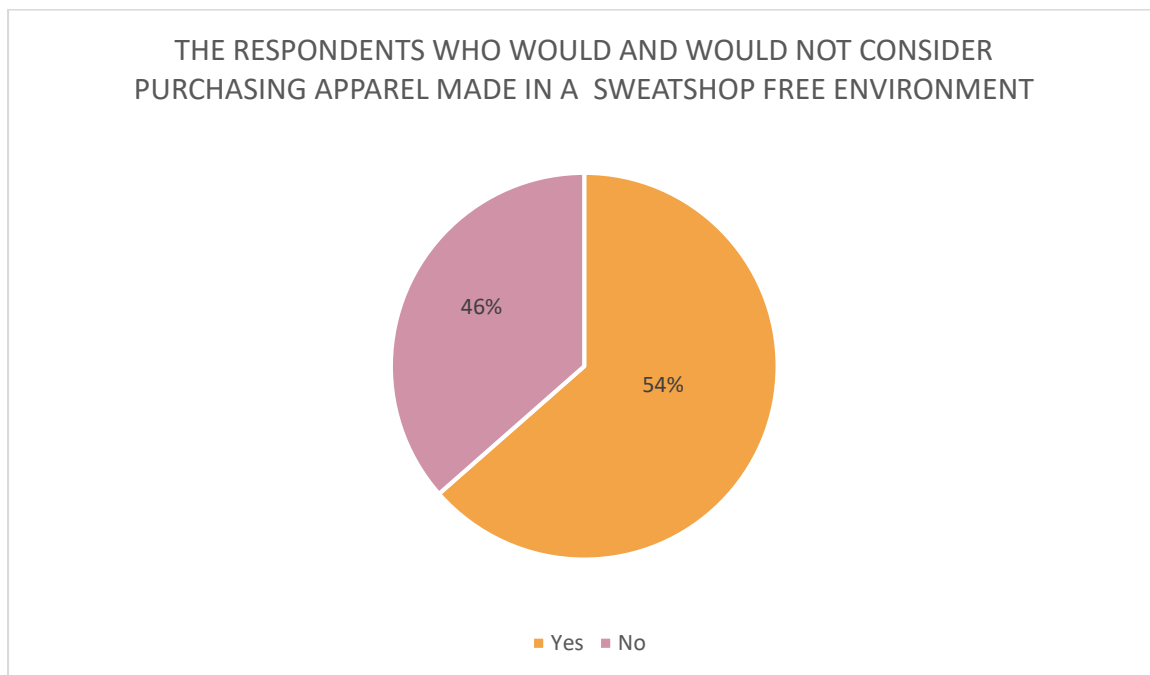


Figure 4. 11: Figure showing respondents consideration to purchase apparel made in a sweatshop free environment

The following question tested the extent by which respondents would purchase apparel because it is created in a sweatshop free environment. The following question tested the extent to which respondents factor ethical manufacturing in their purchase decision of luxury apparel brands.

Respondents that are aware and have been exposed to knowledge of sweatshops and brands that utilise sweatshops have a natural tendency and sway towards brands that are sweatshop free. Those respondents that have not purchased from a brand using a sweatshop free environment, have not heard of any brands that are sweatshop free and thus it would not impact their buying decision. The following quotes are taken from the semi- structured interviews:

‘I haven’t but I would feel really good about it if I knew it was made in a sweatshop free environment. It would make me feel really happy”.

4.2.2.10 Question 10: Were luxury apparel brands (Zara, Topshop, Forever21 and H & M) effective in communicating corporate social responsibility?

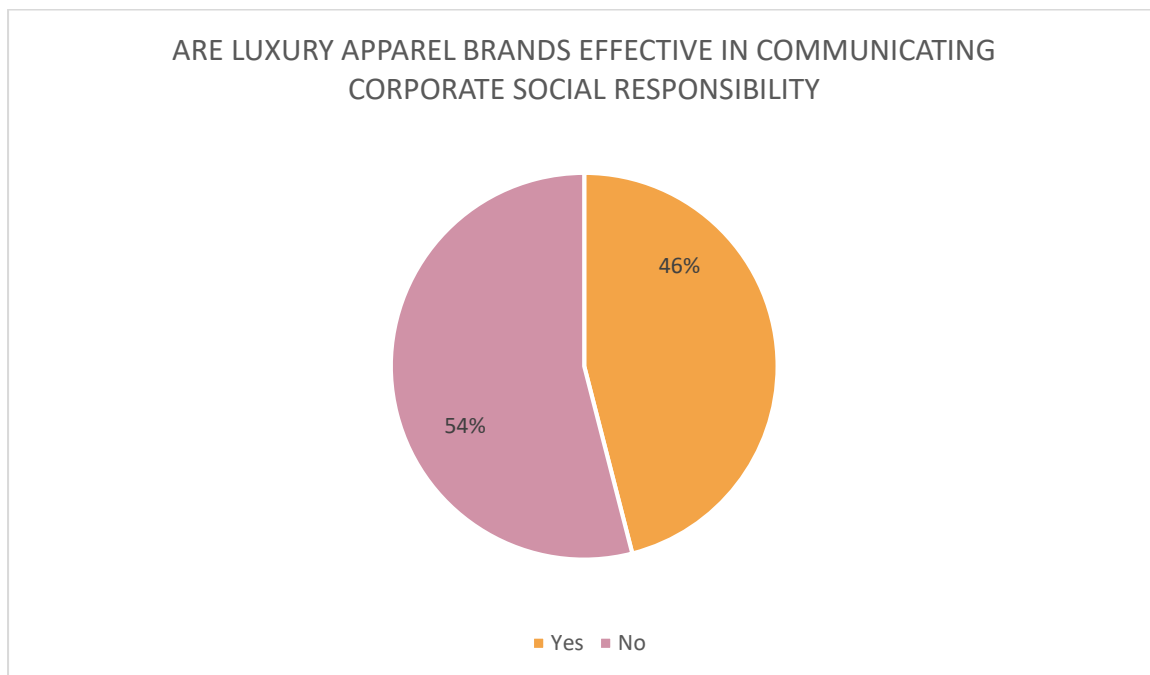


Figure 4. 12: Figure showing effectiveness of luxury apparel brands in communicating corporate social responsibility

The following question asked respondents if luxury apparel brands like Zara, Topshop, Forever21 and H & M are effective in communicating their corporate social responsibility. The following question tested the perceptions of respondents regarding the ethical appeal of luxury apparel brands and their emphasis on corporate social responsibility thereof. Luxury apparel brands in relation to the research study are Zara, Topshop, Forever21 and H & M.

There was a common theme that most respondents do not feel that these brands are effective in communicating their corporate social responsibility and this stems from respondents not being exposed and communicated to about their corporate social responsibility initiatives, campaigns and value towards their ethical standard and social responsibility. Consequently, the participants from the focus group were aware of the corporate social responsibility that these brands engage in as a result of being exposed to CSR campaigns within the institution they are currently studying in. In addition, the respondents who are exposed to the brands CSR campaigns suggest that it is now a global trend for brands to be in an 'ethi-cool space'. These respondents however suggest that global fashion movements will have a positive sway on the future

of fashion brands and their transparency within the fashion industry. The following quotes are taken from the focus group and semi-structured interviews:

“No, they are not, I have not seen any communication initiatives regarding corporate social responsibility from these brands. I have heard of H&M’S recycling programme, but it not publicised, I had to find out from a friend. I see H&M advertisements for their clothing but nothing regarding their corporate social responsibility. They push product more than corporate social responsibility”.

“Zara does not communicate their corporate social responsibility”

“I don’t think I see it as I don’t think they do it. They could be effective and impactful depending on the medium and giving it full attention, more interactive and personal.

“I haven’t seen that side to them it’s either product based or selling a lifestyle”

“Not in the past, but they are starting to. With Fashion Revolution you can blitz out an email and ask them what these brands are doing regarding social responsibility. They email back and go in depth about how brands are taking care of their people. After movements like fashion revolution and the feminist movement, when females started to have voices it was an uproar for everyone to wake up. The world is too comfortable with everything, but now everything has been changed, everything has to be questioned”.

“I think also when studying in marketing, fashion and advertising, to be ethical is a trend, which is sad to say it’s a trend because we have already ruined the world. Now that the ethical appeal is a trend, brands want to engage in it. Through engagement they can create corporate social responsibility, consumer and employee loyalty and market off it”.

4.2.2.11 Question 11: Did the respondents feel there is a focus on the social responsibility and the human element within luxury apparel brands?

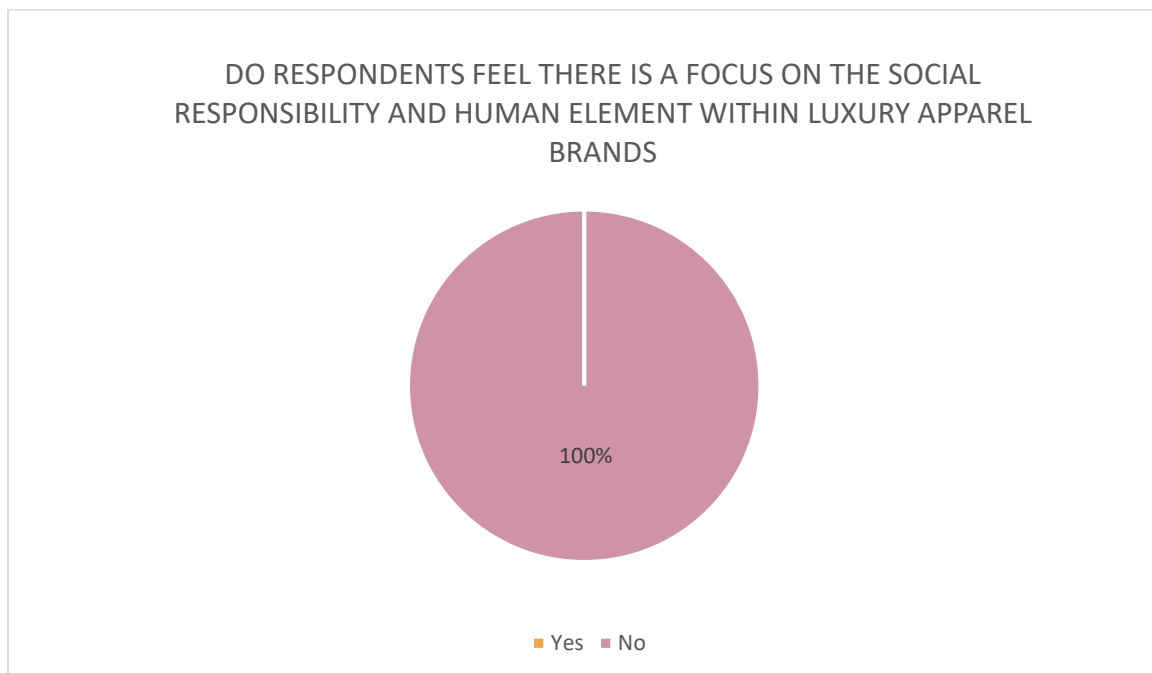


Figure 4. 13: Figure showing respondents perception on the social responsibility and human element within luxury apparel brands

The following question asked respondents if there is a focus on the social responsibility and the human element within luxury apparel brands. The following question tested the awareness and perceptions of respondents regarding the social responsibility of luxury apparel brands.

It can be seen that majority of the respondents do not see a focus on social responsibility and the human element being communicated by these brands. Respondents are ignorant to the people who create their apparel as they are not communicated about the person behind their garment. Some respondents also suggest that they are aware of the value chain of the apparel industry, but brands do not communicate and place emphasis on the human element with apparel brands.

The following quotes are taken from the focus group and semi-structured interviews:

“Brands will claim to it but cannot reveal it or have no proof on their social media or campaigns that have been run that focus on the human element”.

“It is sad as they are mainly communicating how they protect the environment but does not focus on the person behind my garment”.

4.2.2.12 Question 12: Do these luxury apparel brands communicate who has made their apparel?

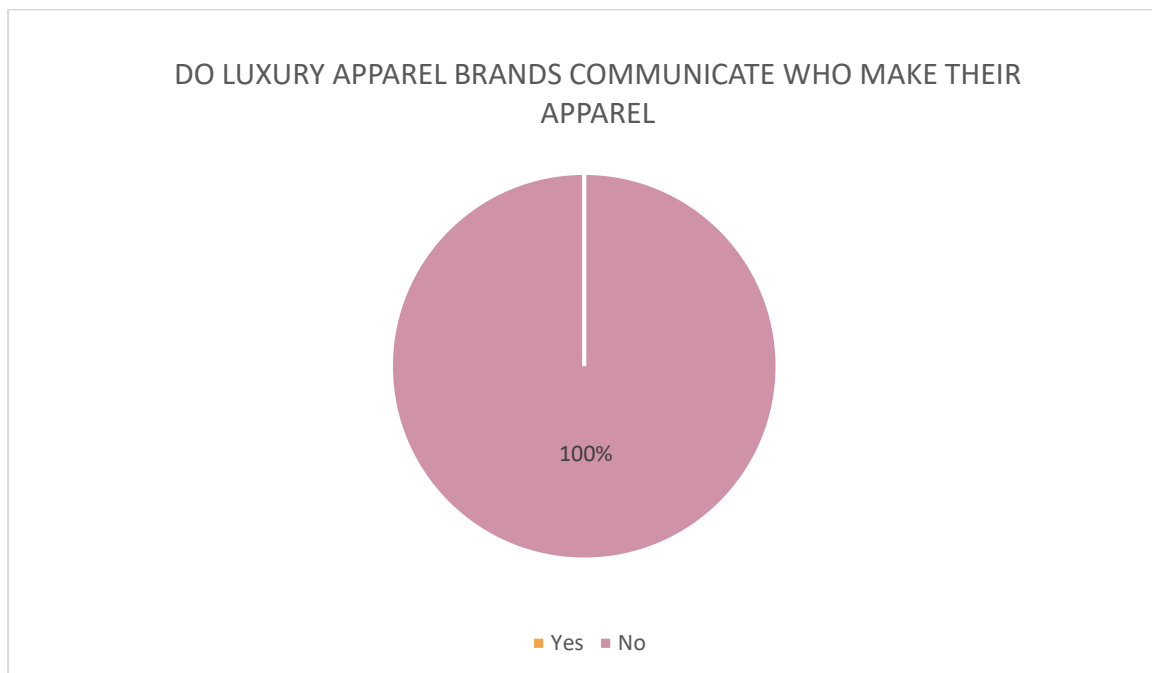


Figure 4. 14: Figure showing respondents perception of luxury apparel brands that communicate who make their apparel

The following question asked respondents if luxury apparel brands communicate where their apparel are made and by whom. The following question tested the awareness and perceptions of respondents regarding the social responsibility of luxury apparel brands.

Respondents noted that luxury apparel brands do not communicate who made their garment but communicate the country by which it is made. These respondents however have recently been exposed to a few fashion brands that have started to communicate where and by whom their garment was made. They are also aware of brands that fall outside the apparel industry who are transparent in communicating where and by whom the product is made. The following quotes are taken from the focus group and semi-structured interviews:

“They all say the country but not by whom. I see the made in labels after I purchased the apparel and then makes me feel its bad quality and makes me less excited about having the garment afterwards.”

“No, I haven’t seen, but it would be great if everyone should be doing that and if they don’t then that would mean they have something to hide”.

4.2.2.13 Question 13: Were respondents aware of apparel brands who practise social responsibility?

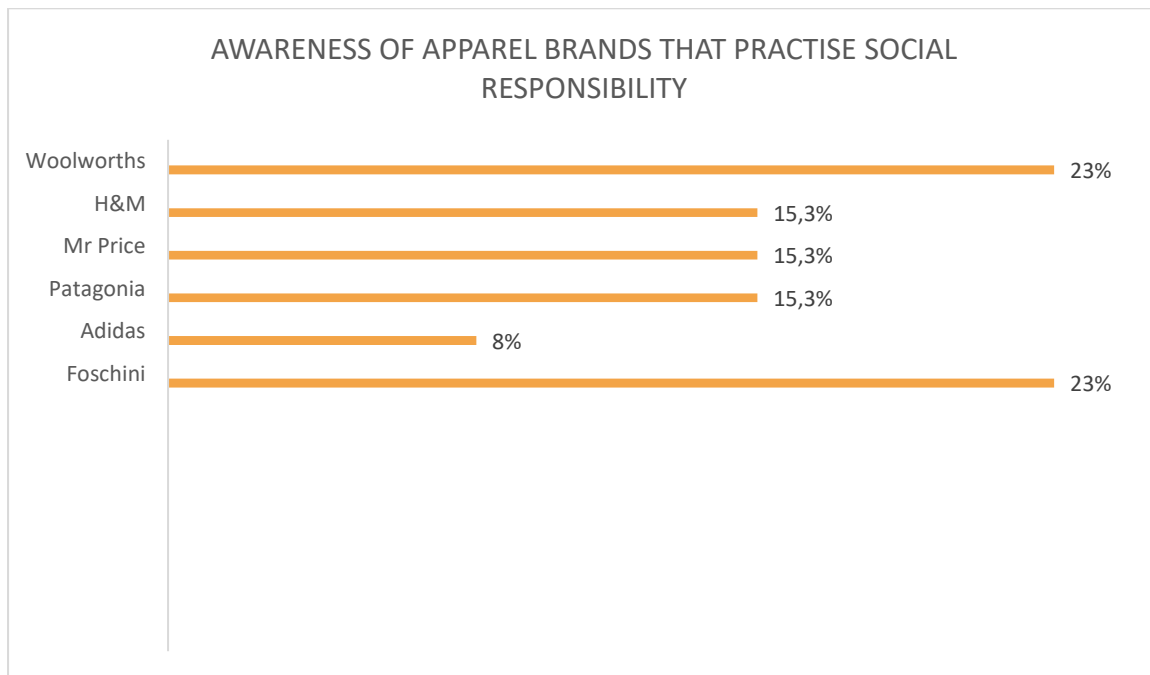


Figure 4. 15: Figure showing brand awareness

The following question asked respondents if they were aware of apparel brands who focus and practise social responsibility. The following question tested the awareness and perceptions of respondents regarding the social responsibility of luxury apparel brands.

Respondents are aware of a number of apparel brands that engage in corporate social responsibility but have a very limited knowledge concerning the social responsibility. A respondent from the focus group recently encountered luxury apparel brands that are taking a diverse approach to communicate their social responsibility. Such knowledge and awareness will feed into perceptions and awareness regarding the fast fashion industry. The following quotes are taken from the focus group and semi-structured interviews:

“Foschini now have by whom each garment was made and in which country and communicate on their care label to ‘support me”.

“Zara have recently launched an ethical cotton and genderless collection. They have it on their labels. Its effective as they communicate that they can be sustainable and have genderless clothing, less production and for two genders”.

“Woolworths promote their social responsibility and give back to communities in Africa through their My school initiatives and campaigns”.

“Mr Price through their MRP foundation, give back to communities in South Africa”.

4.3 Concluding Remarks

The understanding of Corporate Social Responsibility (CSR) are continually advancing because of the affiliation linking business and society. The concept of CSR is directed towards the association amid business and society and how such an association is represented (Blowfield and Murray,2008).

It is to the researcher’s understanding that the respondents are aware of the fast fashion that is produced by luxury apparel brands, which are in relation to the study Zara, Topshop, Forever 21 and H&M, and the use of sweatshops to make fast fashion. A number of respondents who are aware of the relationship that exists between fast fashion, sweatshops and luxury apparel brands perceive that corporate social responsibility regarding the human element are not influenced within the supply and value chain of apparel creation by luxury apparel brands. On the contrary there were respondents who are aware of the unhealthy relationship that exist between fast fashion and luxury apparel brands but perceive that luxury apparel brands are ethical if and when they communicate how and where they source their raw materials and their contribution in nurturing the environment and the planet we live on without a focus on the social responsibility and human element.

The respondents are aware of the concepts of fast fashion, sweatshops and luxury apparel brands and their relationship amid the fashion industry however a number of respondents do not factor ethical manufacturing in their buying behaviour of luxury fashion apparel.

The luxury apparel brands that respondents are aware of who practise corporate social responsibility have placed a great emphasis on how they ethically source their fabrics and raw materials, how those raw materials will be sustainable for future use and the

extent to which brands are protecting the environment. Respondents are not aware of the human element of the brand which is the person and people behind the creation of their apparel and thus are not provoked to think of this element when purchasing apparel and selecting luxury apparel brands.

CHAPTER FIVE - CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

The conclusions and recommendations of the research are presented in relation to each research objective. Findings are presented, which are followed by a conclusion and recommendation for each objective. To conclude, further recommendations has been made and a closing comment ends the chapter.

5.2 OBJECTIVE ONE

Determine how young consumers perceive ethics in fast fashion made by luxury apparel brands.

5.2.1 Findings from the literature

It was previously mentioned that the apparel industry is a capitalistic giant that embraces the injustice of humans and crafts a space for repressive conduct (Ratute,2010). Marx (1844 cited in Sayers,2011) suggests, the humanist concept amid labour now creates an ethical element, as labour does not ultimately pave the way to self - awareness (Marx,1844 cited in Sayers, 2011). Theoretically the researcher explored this theory to gain how young consumers perceive ethics in fast fashion that is created by luxury apparel brands.

In the context of the research, CSR informed the responsibility of luxury apparel brands and their association with sweatshops and the fast fashion industry. A core feature of CSR represents the ethical features of capitalism, in a manner that relates to stakeholders and consumers (Blowfield,2016). Brands utilise inclusive standards, regulations, and codes of practice, which include features of the environment and employee rights. The implementation of standards thus regulates the supply chain. Such regulation and standards amid the supply chain is termed 'ethical sourcing' (Blowfield,2000).

Ethics in fashion is described as apparel that is sourced and created amid sustainable practices, in relation to the humanistic element of ethics in the apparel industry, this relates to a sweatshop free environment (Shen, Wang, Lo and Shum,2012).

The concept of ethical sourcing has placed stress on luxury apparel brands to perform responsibly amid their supply chain. Thus, luxury apparel brands have embraced the notion of CSR within their organisational culture to remain an effective corporate citizen in society (Kozlowski,2012). However, CSR strategies that have been implemented by brands tend to direct their focus on securing the environment for future generations, as opposed to viewing the human rights of workers within the supply chain (Kozlowski,2012).

5.2.2 Findings from research

The findings from the research indicate that there is a common thread of knowledge and awareness of the ethics amid the fashion industry which related to fast fashion and luxury apparel brands. The respondent's perceptions of ethical fashion relate to the supply chain of an apparel product with a large focus on the sustainability element of apparel brands. The sustainability element related to the environment and planet we live on and the manner in which brands protect the environment, this also related to ethically sourcing sustainable material for their apparel, thus a great emphasis on sustainability has been communicated to respondents by luxury apparel brands. Such findings mentioned from the literature above were found in the research.

The respondents were significantly aware on the concepts of fast fashion and sweatshops and the relation to luxury apparel brands. However, the response from respondents were two-fold, in a sense that while most respondents had knowledge of these notions within the fashion industry there are some respondents that are not informed and sufficiently engaged. Such lack of knowledge and not being communicated to by luxury apparel brands surrounding topics of fast fashion and sweatshops have made respondents ignorant and does not affect their attitude and perceptions towards the ethics of luxury apparel brands. Some respondents were astonished to find that luxury apparel brands like Zara, Topshop, Forever 21 and H&M create fast fashion in sweatshops. The respondents that do not have enough knowledge on the topic of fast fashion and sweatshops are willing to inform themselves and acquire a greater knowledge regarding the fashion industry. They have a willingness to know and be informed about the human element of luxury apparel brands to shift perceptions and begin to question 'who made my clothes' to luxury apparel brands.

5.2.3 Conclusions

In conclusion, respondents perceive the ethics in fast fashion made by luxury apparel brands to be associated with the supply chain of the apparel manufacturing process.

In addition, there is a large focus from luxury apparel brands on the communication of sustainability regarding the environment and the planet, and how ethically luxury apparel brands source raw materials for their garments. There is little to no communication from luxury apparel brands on the human element, with a focus on sweatshop workers and sweatshops that are creating apparel. In addition, respondents that did not have sufficient knowledge and awareness of fast fashion and sweatshops have a willingness to acquire, be educated and communicated to by luxury apparel brands on the human element of their apparel and the social responsibility of their brand.

5.2.4 Recommendations

This was a small-scale study and it is recommended that marketers and brand strategists do a largescale study, testing the perceptions that young consumers have on the ethics of fast fashion made by luxury apparel brands. Luxury apparel brands pose an opportunity to communicate the human element behind the creation of their apparel and are required to be mindful in the supply chain of their apparel, consequently through knowledge and informing their consumers, they can appear transparent.

5.3 OBJECTIVE TWO

Establish to what extent do young consumers factor ethical manufacturing in their buying behaviour of luxury fashion apparel.

5.3.1 Findings from the literature

It was previously mentioned that insight into sweatshop labour has startled the young consumer, Linden (2016), suggests that consumers who are mindful of unjust practice amid sweatshops remain ambiguous when searching for apparel to purchase. The arrival of the ethical consumer considers the ethical concern during the purchase process (Linden,2016). According to Hughes (2013), luxury apparel brands such as

Patagonia and American Apparel are recognising sustainability and ethical conduct amid the apparel industry and are targeting the youth market when producing ethical fashion. Young consumers want their apparel to be morally produced and some consumers do not factor ethics in the purchase of their apparel brands (Linden,2016).

Sombart's (2013) Notion of luxury and capitalism and Veblen's (1997) trickle-down theory relates to the consumerism of luxury fashion apparel brands, as it plays a fundamental role in the identification of individuals amid a social setting. Hughes (2013) suggest that fashion and fashion trends govern the social acceptance amongst young consumers thus prompting the purchase of the season' s must have apparel item. Apparel conveys a shared identification of like consumers amid a diverse range of hierarchical structures (Hughes,2013). Luxury apparel brands communicate a feeling of youth, radiance, and fashion towards the individual sporting the garment. Such luxury apparel brands resonate with young consumers revealing their self-perception.

5.3.2 Findings from research

The findings from the research indicate that knowledge of sweatshop labour would impact a large majority of respondent' s decision to purchase apparel. The respondents that were affected by the knowledge of sweatshop labour concerning an apparel brand are more likely to purchase less frequently from a specific apparel brand and it would create a negative perception of the brand in the respondent's mind. These respondents suggest that had they known prior to purchase or had been informed and aware of the sweatshop labour that is utilised to create their apparel they would not want to purchase, support or associate themselves with the brand. Such findings mentioned from the literature above were found in the research in relation to the arrival of the ethical consumer.

While having knowledge of sweatshop labour for an apparel brand angered respondents, they are willing to be weary, but will not completely stop purchasing from the brand as they are brand loyal and are able to overlook how their garment has been made. Conversely these respondents have purchased apparel which was made in a sweatshop free environment and are aware of ethical and slow fashion brands, prominently in South Africa.

A small number of respondents indicate that knowledge of sweatshop labour would not impact their decision to purchase apparel. This stems from those respondents who believe a single individual that boycotts a brand will not be powerful in taking a stance at luxury apparel brands and effective enough to question and make an impactful difference. Thus, these respondents remove themselves from thinking about sweatshop labour when they purchase apparel. This in turn relates to respondents not being communicated to by luxury apparel brands on the human element and the focus of social responsibility. These respondents would not consider purchasing apparel from a sweatshop free environment as it would not affect their buying decision. They are also unaware of ethical fashion brands and slow fashion and assume ethical fashion largely focuses on the source of the apparel, a misconception for many. The theory on luxury and capitalism and the consumerism thereof feeds into the results of such respondents.

5.3.3 Conclusions

In conclusion, it can be assumed that respondents who were affected by knowledge of sweatshop labour, have purchased from a sweatshop free environment and are aware of slow fashion brands would factor ethical manufacturing in their buying behaviour of luxury fashion apparel. Additionally, those respondents who were not affected by knowledge of sweatshop labour, sweatshop free environments, and are not familiar with ethical fashion brands do not factor ethical manufacturing in their buying behaviour of luxury apparel brands.

5.3.4 Recommendations

To confirm and refine the research results, additional research should be conducted. Through recurrent observation of young consumers and the extent by which they factor ethical manufacturing in their purchase intention of luxury apparel brands, it would shed a greater light to the field of corporate social responsibility within luxury fashion apparel brands.

5.4 OBJECTIVE THREE

Discover the young consumer's perception towards the corporate social responsibility appeal in luxury apparel brands.

5.4.1 Findings from the literature

The concept of CSR is directed towards the association amid business and society and how such an association is represented (Blowfield and Murray,2008). In recent years, the concept of Corporate Citizenship was thus introduced. The belief of Corporate Citizenship rests on the idea that a business or corporation must perform and be reminiscent of a good citizen (Blowfield and Murray,2008). In the context of the research, CSR informs the responsibility of luxury apparel brands and their association with sweatshops and the fast fashion industry.

In relation to the corporate social responsibility of luxury apparel brands, the sweatshop labourer is the middle man between the supply chain and thus gives rise to luxury apparel brands recognising their need to act responsibly amid the apparel industry (Plell,2017).

Organisations like 'Remake' and 'Fashion Revolution' raise awareness amid young consumers on the concept of fast fashion and sweatshops in the supply chain of luxury fashion apparel brands. Prior to the reveal of such organisations, the liberal structures during the 90's explored brands like GAP and Walmart in the pursuit of ethics amid their supply chain. This gave rise to consumers voicing their opinion and boycotting fast fashion giants in the hope of creating greater working environments and sustainable supply chains (Hughes,2013).

5.4.2 Findings from research

The findings from the research show a common thread of luxury apparel brands Zara, Topshop, Forever 21 and H&M are not effective in communicating their corporate social responsibility. A large number of respondents noted that they have not been exposed to the corporate social responsibility initiatives by these brands and thus lack brand awareness and are ignorant to the communication regarding their CSR initiatives. According to respondents, the campaigns that were recalled largely focus on the sustainability element and ethical sourcing of raw material and did not highlight

the human element behind the brand. Respondents noted that if these brands are conducting CSR campaigns their lack of awareness stems from the campaign not being communicated enough, is not widely publicised and is not interactive and compelling. The respondents also believe that such brands focus on communicating their product and lifestyle rather than an emphasis on corporate social responsibility.

On the contrary a few numbers of respondents that are closely aligned with the fashion industry indicated that in the past, these brands were not effective but are now actively creating a greater appeal that moves toward showcasing the human element of their brand and communicating the stages of their supply chain to thus appear transparent. They also note that after movements which liberate the fashion industry alongside the feminist movement, everything can be questioned.

Such findings mentioned from the literature regarding structures that are in place to inform young consumers about fast fashion and sweatshops amid the supply chain of luxury apparel brands were found in the research.

These respondents were aware of apparel brands that focus on social responsibility however these brands did not communicate the person who made their garment. In addition, a few numbers of respondents who are closely aligned with the fashion industry indicate that brands outside the apparel category communicate the person behind the product and apparel brands are slowly introducing this element on the care labels of their apparel.

5.4.3 Conclusions

To conclude, there was a common theme of respondents indicating that luxury apparel brands are not effective in communicating their corporate social responsibility and the social responsibility regarding the human element has no focus. Respondents lack awareness of the person who made their apparel as they are not communicated to by luxury apparel brands regarding the topic. The respondents perceive that luxury apparel brands are not transparent enough as they do not publicise and expose sufficient communication regarding their corporate social responsibility.

5.4.4 Recommendations

The researcher suggests that luxury apparel brands should see it as an opportunity to create impactful corporate social responsibility communication that engages and interacts consumers. Through such engagements, brand awareness regarding corporate social responsibility can be achieved and transparency can be influenced. The appeal of corporate social responsibility amid luxury apparel brands would thus appear seamlessly.

5.5 SUGGESTIONS FOR FURTHER RESEARCH

The research that was conducted, highlighted the perceptions of young consumers towards fast fashion made in sweatshops by luxury apparel brands. It is suggested that in order to create a more accurate representation of the mind sets of young South African consumers, a larger study should be applied. The study should make use of a larger research sample of the target population to gain wider insight. This was not possible at present owing to time constraints. A larger and more gender diverse sample would ensure maximum reliability and validity. The long term-effects of findings are still unknown thus marketers and brand strategists can undertake a large-scale study to explore the attitude and awareness of young consumers towards fast fashion made in sweatshops by luxury apparel brands. The corporate social responsibility stance in relation to fast fashion made in sweatshops is an element of the apparel brand industry that can be widely explored. An interesting study could be on the study of expanding social justice knowledge with sweatshop history or the strategic role of corporate social responsibility in global fast fashion companies.

5.6 CONCLUDING REMARKS

The study explored corporate social responsibility, a consumer perception towards fast fashion made in sweatshops by luxury apparel brands. The study sought to answer the question, what are consumers attitude and awareness towards 'fast fashion' made in sweatshops by luxury fashion apparel brands? A qualitative research design using semi - structured interviews and a focus group was conducted. A literature review was conducted to provide academic data to the research. The ethical

considerations and limitations of the study have been previously stated. All data was analysed through thematic analysis.

The findings revealed that luxury apparel brands are not effective in communicating their corporate social responsibility and there is little to no communication on the human element of luxury apparel brands with a focus on sweatshop workers and sweatshops that are creating fast fashion. There is a willingness to acquire, be educated and communicated to by luxury apparel brands on the human element of their apparel and the social responsibility of their brand. The knowledge and awareness of young consumers on sweatshop labour, sweatshop free environments and slow fashion brands contribute to influencing ethical manufacturing in the buying behaviour of young consumers towards luxury fashion apparel brands. There is a lack of awareness of the person who made their apparel as they are not communicated to regarding the topic. Luxury apparel brands are not transparent enough as they do not publicise and expose sufficient communication regarding their corporate social responsibility.

The findings inform the mind sets of young South African consumers towards conscious consumerism in luxury apparel brands, a target segment which is under-researched in the area of corporate social responsibility brand strategy. In addition, the results provide insights into the perceptions of young South African consumers in relation to the corporate social responsibility of luxury apparel brands, about which there is little academic research.

The researcher enjoyed doing this dissertation, it is an industry the researcher is passionate about and acquires a keen interest towards. While the research cannot be fully generalised, the study provides useful insights that will contribute to the field of corporate social responsibility within luxury fashion apparel brands.

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APPENDIX 1: FOCUS GROUP GUIDE

Purpose	
Aim	To engage with young consumers from the Vega school of branding Umhlanga Durban, Kwa-Zulu Natal, to gain insights on their perceptions towards fast fashion made in sweatshops by luxury apparel brands.
Objectives	The objective of the research is aimed at how young consumers perceive fast fashion along with the luxury brand appeal and are they aware of the brands corporate social responsibility regarding luxury fashion apparel brands.
Sample	The sample population will consist of young consumers aged 18-25-year-old from the Vega school of branding Umhlanga Durban, Kwa-Zulu Natal. The focus group will consist of six students.
Target Audience	Participants from the Vega school of branding Umhlanga Durban, Kwa-Zulu Natal will be selected based upon the unique characteristics of the population. The young consumers aged 18-25 years of age who are consumers of luxury fashion apparel brands in Durban. These young consumers pose an interest in fashion and wear fashionable apparel. They are the fashion conscious, affable and on-trend young consumer.

Schedule		
Date	Time	Interviewer
		Taskeen Motala
		Taskeen Motala

Programme	
Conducting focus group	10 min
Body	45 min
Closing	5 min
Total Time	60 min

Discussion Topics	
Introduction (Explain Process)	There will be an open discussion from questions that I will be asking you to participate in today. Each of these questions are designed to gain insights on their perceptions towards fast fashion made in sweatshops by luxury apparel brands.

Question	Probe	Process
1. What does the term 'fast fashion' mean to you? 2. What comes to mind when you hear the term 'luxury apparel brands'? 3. What do you think of when you hear the word 'sweatshop'?	Probe for specific content/context and examples	Participants write down answers for group review
Question	Probe	Process
1. What does ethical and unethical fashion mean to you? 2. Are you aware of the fast fashion made by luxury apparel brands? 3. Do you know of any luxury apparel brands using sweatshop factories to make apparel? 4. Does knowledge of sweatshop labour concern you or impact your decision to purchase apparel? 5. Are you aware of any ethical fashion or slow fashion brands? 6. Have you ever considered purchasing or have purchased an item of clothing because it was made in a sweatshop free environment? 7. Are luxury apparel brands (Zara, Topshop, Forever21 and H & M) effective in communicating corporate social responsibility? 8. Is there a focus on the social responsibility and the human element within their brands? 9. Are these brands communicating where their apparel are made and by whom? 10. Are you aware of apparel brands who focus/practise social responsibility?	Probe for specific content/context and examples	Participants engage in group discussion

APPENDIX 2: INTERVIEW GUIDE

Purpose	
Aim	To engage with young consumers from the Vega school of branding Umhlanga Durban, Kwa-Zulu Natal, to gain insights on their perceptions towards fast fashion made in sweatshops by luxury apparel brands.
Objectives	The objective of the research is aimed at how young consumers perceive fast fashion along with the luxury brand appeal and are they aware of the brands corporate social responsibility regarding luxury fashion apparel brands.
Sample	The sample population will consist of young consumers aged 18-25-year-old from the Vega school of branding Umhlanga Durban, Kwa-Zulu Natal.
Target Audience	Participants from the Vega school of branding Umhlanga Durban, Kwa-Zulu Natal will be selected based upon the unique characteristics of the population. The young consumers aged 18-25 years of age who are consumers of luxury fashion apparel brands in Durban. These young consumers pose an interest in fashion and wear fashionable apparel. They are the fashion conscious, affable and on-trend young consumer.

Schedule		
Date	Time	Interviewer
		Taskeen Motala
		Taskeen Motala

Programme	
Introduction	10 min
Body	45 min
Closing	5 min
Total Time	60 min

Introduction
I want to thank you for taking the time to meet with me today. My name is Taskeen and I would like to talk to you about your perceptions towards fast fashion made in sweatshops by luxury apparel brands. The interview will take an hour, and I will be recording and taking down notes during the session. Please ensure to speak loud and clear during the interview to avoid missing your comments. The response that will yield from the research will be confidential. The interview responses will only be shared within my research paper and I will ensure that any information we include in our report does not identify you as the respondent. Remember, you don't have to talk about anything you don't want to and you may end the interview at any time. Are there any questions prior to our interview? Are you willing to participate in this interview? I will need you to sign this consent form, confirming you agree with the above.

Transition: Let us get started with the interview
Is there anything more you would like to add? Would it be alright to contact you again if I have any more questions? Thank you for your time.

Body	
Main Focus	Probe For
1. What does ethical and unethical fashion mean to you?	Probe for specific content/context
2. What does the term 'fast fashion' mean to you?	Probe for specific examples
3. What comes to mind when you hear the term 'luxury apparel brands'?	Probe for specific examples
4. Are you aware of the fast fashion made by luxury apparel brands?	Probe for specific content/context
5. What do you think of when you think of the word sweat shop?	Probe for specific content/context
6. Do you know of any luxury apparel brands using sweatshop factories to make apparel?	Probe for specific examples
7. Does knowledge of sweatshop labour concern you or impact your decision to purchase apparel?	Probe for specific content/context
8. Are you aware of any ethical fashion or slow fashion brands?	Probe for specific examples and content
9. Have you ever considered purchasing or have purchased an item of clothing because it was made in a sweatshop free environment?	Probe for specific content/context
10. Are luxury apparel brands (Zara, Topshop, Forever21 and H & M) effective in communicating corporate social responsibility?	Probe for specific examples and content
11. Is there a focus on the social responsibility and the human element within their brands?	Probe for specific examples
12. Are these brands communicating where their apparel are made and by whom?	Probe for specific examples
13. Are you aware of apparel brands who focus/practise social responsibility?	Probe for specific examples

Closing Remarks
Is there anything more you would like to add? Would it be alright to contact you again if I have any more questions? Thank you for your time.

APPENDIX 3: PARTICIPANT CONSENT FORM

RESEARCH TITLE: Corporate Social Responsibility: A consumer perception towards fast fashion made in sweatshops by luxury apparel brands.

THE NATURE AND PURPOSE OF THE STUDY

My name is Taskeen Motala and I am a student at the Vega School of Branding, Umhlanga Durban, Kwa -Zulu Natal. I am currently conducting research under the supervision of Carolanda Du Toit.

Fashion is a global industry that encompasses the concept of obsolescence and fast fashion enhances the pinnacle of such an industry. The desire for consumer insight stems from the awareness or lack thereof from young consumers towards their demands for luxury fashion apparel versus the young consumer's dedication to corporate social responsibility. In the context of the research, corporate social responsibility informs the responsibility of luxury apparel brands and their association with sweatshops and the fast fashion industry. The young consumer's demand for fast fashion feeds into the fashion industry to create fashion apparel to suit the growing desire for the modern-day consumer (Annamma, Sherry, Venkatesh, Wang and Chan, 2012).

The 21st century young consumer is now groomed to glance through a luxury apparel store every week, in the pursuit to attain a new fashion item, consequently fast fashion. The research study aims to gain an in-depth understanding on consumer perceptions towards the social responsibility of buying fast fashion made by luxury apparel brands. I hope that this research will enhance our understanding of gaining a consumer perception on the corporate social responsibility of fast fashion made in sweatshops by luxury fashion apparel brands, to explore consumer attitude and awareness regarding luxury fashion apparel brands made in sweatshops and whether or not young consumers are responsible in selecting ethical retailers.

The researcher is currently an honours student and working towards a career as a brand strategist, thus the research will guide her towards understanding the young consumer's perspective on fast fashion made in sweatshops by luxury apparel brands and the corporate social responsibility thereof. The results that will yield from my

research study will contribute to the field of corporate social responsibility within luxury fashion apparel brands.

EXPLANATION OF PROCEDURES TO BE FOLLOWED

I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.

POSSIBLE BENEFITS OF THE STUDY

I would like to invite you to participate in this research because the research study aims to gain an in-depth understanding on a young consumer's perceptions towards the social responsibility of buying fast fashion made by luxury apparel brands.

If you decide to participate in this research, you will form part of a focus group or semi-structured interview and will be asked questions regarding your perceptions towards fast fashion made in sweatshops by luxury apparel brands.

You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular interview questions.

RISK(S) OR DISCOMFORT INVOLVED

Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your perception towards fast fashion made in sweatshops by luxury apparel brands. If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.

WITHDRAWAL CLAUSE

- Your inclusion in this study is completely voluntary;
- If you do not wish to participate in this study, you have every right not to do so;

- Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.

CONFIDENTIALITY

I promise to protect your identity. ALL information gathered in this study will be held in strict confidence and only the researcher will have access to the original data. Results will only be retained for as long as required for the research purpose and will thereafter be depersonalised and presented in such a way that you will not be identifiable.

Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my Postgraduate Honours in Strategic Brand Communication. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

Please feel free to contact me should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate.

You should not agree to participate unless you are completely comfortable with the procedures followed.

The contact details of the researcher are as follows:

Email address: tazzmots@gmail.com

Contact number: 072 073 6885

Consent form for participants

I, _____, agree to participate in the research conducted by Taskeen Motala about Corporate Social Responsibility: A consumer perception towards fast fashion made in sweatshops by luxury apparel brands.

This research has been explained to me and I understand what participation in this research will involve. I understand that:

1. I agree to be interviewed for this research.
2. My confidentiality will be ensured. My name and personal details will be kept private.
3. My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
4. I may choose not to answer any of the questions that are asked during the research interview.
5. I may be quoted directly when the research is published, but my identity will be protected.

Signature

Date

Consent form for audio-recording/ video recording

I, _____, agree to allow Taskeen Motala to audio record my interviews as part of the research about Corporate Social Responsibility: A consumer perception towards fast fashion made in sweatshops by luxury apparel brands.

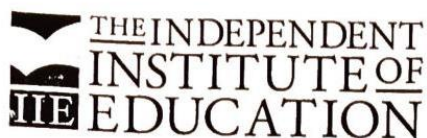
This research has been explained to me and I understand what participation in this research will involve. I understand that:

1. My confidentiality will be ensured. My name and personal details will be kept private.
2. The recordings will be stored in a password protected file on the researcher's computer.
3. Only the researcher, the researcher's supervisor and possibly a transcriber (who will sign a confidentiality agreement) will have access to these recordings.

Signature

Date

APPENDIX 4: ETHICAL CLEARANCE



25 July 2018

Student name: Taskeen Motala

Student number: 15000685

Campus: Vega Durban



Re: Approval of Honours in Strategic Brand Communication Proposal and Ethics Clearance



Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.

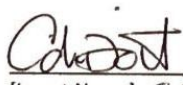


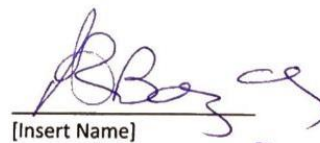
- Your research proposal posed no significant ethical concerns and we hereby provide you with ethical clearance to proceed with your data collection.
- There may be some aspects that you still need to address in your proposal. If this is the case, feedback will be provided to you in writing. You will need to address these aspects in consultation with your supervisor.

In the event of you deciding to change your research topic or methodology in any way, kindly consult your supervisor to ensure that all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued in such instances.

We wish you all the best with your research!

Yours sincerely,


[Insert Name] Supervisor
Coordinator


[Insert Name]
Campus Postgraduate

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APPENDIX 5: SAFE ASSIGN

17/09/2018

SafeAssign Originality Report



(<http://safeassign.blackboard.com/>)

RESM8419_2018_HB1_VGDB1 - RESM8419_VGDB1

Assignment 5

Taskeen Motala

on Mon, Sep 17 2018, 9:45 AM

19% highest match

Submission ID: 89e684b8-4933-4468-972b-d123914e7c69

Attachments (1)

TASKEEN FINAL.docx 19%

Word Count: 16,591

Attachment ID: 228289137

**PROVISIONAL TITLE: Corporate Social Responsibility: A consumer perception
towards fast fashion made in sweatshops by luxury apparel brands**

Appendix 6: Final Research Report Summary Document Table

Research Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Key Findings	References
The purpose of the study is to gain an in-depth understanding of the consumer perceptions of fast fashion made in sweatshops by luxury apparel brands.	What are consumers attitude and awareness towards ‘fast fashion’ made in sweatshops by luxury fashion apparel brands?	The idea of corporate social responsibility amid the fashion apparel industry arise from the growing shift in fashion trends and the globalization of apparel supply chains. Along with progressive global supply chains, apparel for industrialized-country markets are created in low-income countries with poor working conditions and minimal environmental ethics.	Werner Sombart (2013) Thorstein Veblen (1997) John Rawls (1971) Karl Marx (1844)	Theoretical Approach Literature Review and Conceptualisation Theme 1 - Corporate Social Responsibility Theme 2 - Luxury apparel brands	Interpretivist paradigm	Qualitative Approach	Qualitative data collection method: - Focus Groups - Semi - structured interviews	Informed consent Confidentiality and anonymity Deception of participants	The findings inform the mind sets of young South African consumers towards conscious consumerism in luxury apparel brands. The results provide insights into the perceptions of young South African consumers in relation to the corporate social responsibility of luxury apparel brands, about which there is little academic research.	Annamma, J, Sherry, JF, Venkatesh, A, Wang, J ,Chan, R.2012. Fast Fashion, Sustainability, and the Ethical Appeal of Luxury Brands. Hong Kong: Hong Kong Polytechnic University Cilliers, FP, Davis, C, Bezuidenhout, RM.2014. Research Matters. Claremont: Juta and Company Ltd.
						Population				
						The young consumer aged 18-25 years of age from the Vega school of branding Umhlanga Durban, Kwa-Zulu Natal, who are consumers of luxury fashion apparel brands ,are fashion conscious, affable and on-trend.				
Research Problem	Secondary Questions/ Hypotheses/ Objectives	Key Concepts	Key Theories	Theme 3 - Young consumer Theme 4 - Ethics in fashion		Sampling	Data Analysis Method(s)	Limitations	Key Contribution	Hobbes,M. n.d. The myth of the ethical shopper. [ONLINE] Available at: http://highline.huffingtonpost.com/articles/en/the-myth-of-the-ethical-shopper/ . [Accessed 6 March 2018].
Consumers now purchase more apparel than ever before and move through fashion trends at a greater pace. In the age of ‘fast fashion’, luxury apparel brands ironically cannot afford the luxury of working with the same suppliers and safeguard company standard	1.How do young consumers perceive ethics in fast fashion made by luxury apparel brands? 2.To what extent do young consumers factor ethical manufacturing in their buying behaviour of luxury fashion apparel? 3.What is the corporate social responsibility appeal in luxury apparel brands?	Corporate Social Responsibility	Luxury and Capitalism	Theme 5 - Fast fashion		Non-probability sampling - Purposive sampling - Convenience sampling	Qualitative data analysis and interpretation: - Qualitative content analysis - Thematic coding	Shifts in conditions Resources Accessibility	The researcher is working towards a career as a brand strategist, thus the research will guide her towards understanding the young consumer’s perspective on fast fashion made in sweatshops by luxury apparel brands and the corporate social responsibility thereof. The results from the research will contribute to the field of corporate social responsibility within luxury apparel brands.	Hwang,EJ, Norton,M,Horn,M.2014.Fast-Fashion Apparel Consumption and Sustainability. USA: Indiana University Please refer to the document for a full list of references and key findings of the study.
		Luxury apparel brands	The Trickle-Down Theory	Theme 6 - Sweatshop						
		Young consumer	The Theory of Justice	Theme 7 - Slow fashion						
		Ethics in fashion	The Alienation Theory							
		Fast fashion								
		Sweatshop								
		Slow fashion								