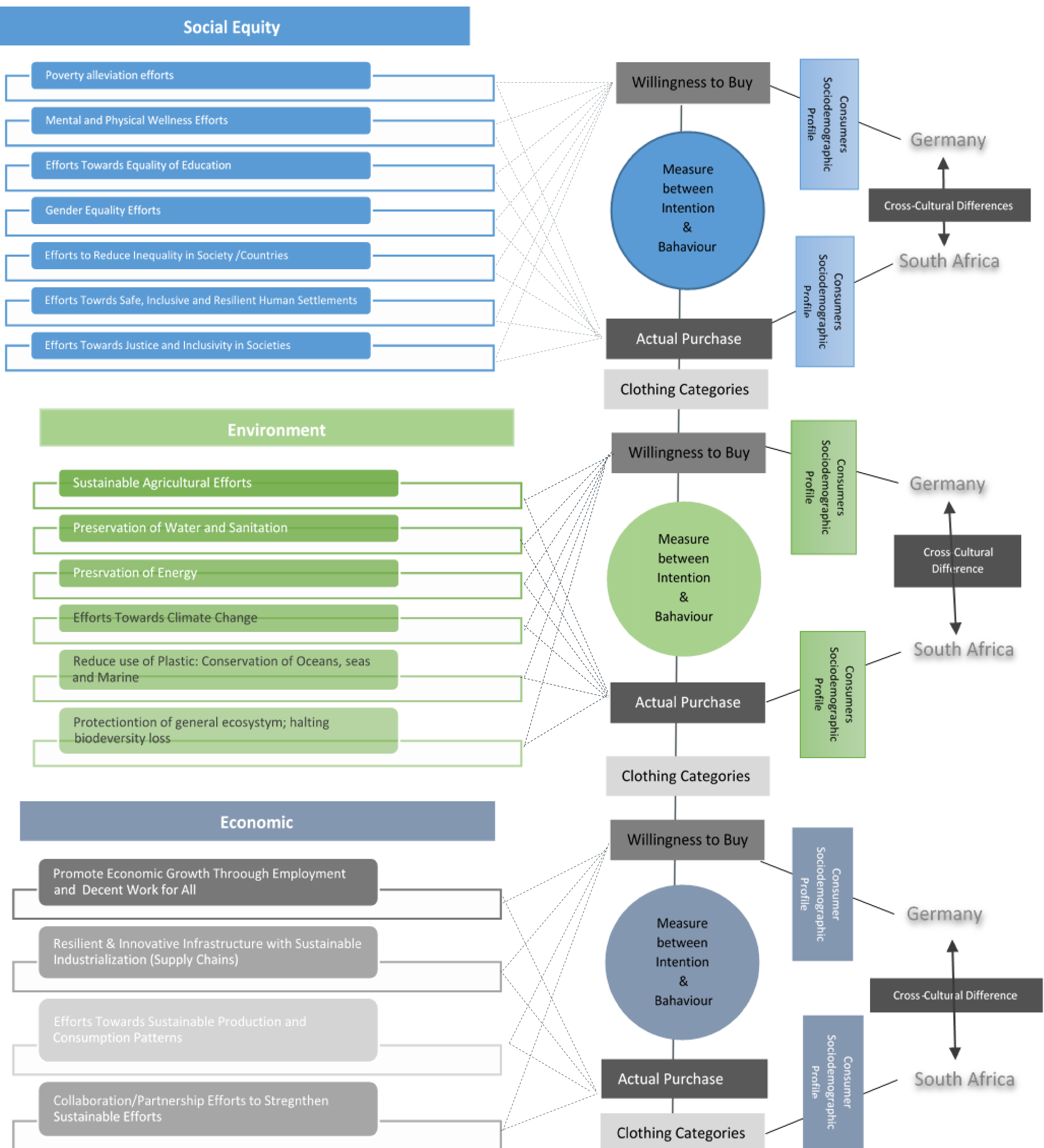


Critical Sustainability Factors and Differences of Consumers in Germany and South Africa when Purchasing Clothing

Boitumelo Poe, D Phil Candidate in Management Sciences (Retail)
Prof. Dr. Thomas Dobbstein, Professor in Department of Marketing & Retail

Conceptual Framework



Abstract

This project aims to provide critical areas the clothing industry should focus on when implementing sustainability efforts that are related to the seventeen United Nations (UN) sustainable development goals (SDGs).

- » **Problem:** Lack of clarity regarding which sustainable efforts within the clothing industry critically influence consumers' buying behaviour towards specific products.
- » Lack of alignment or measures between the UN's SDGs and clothing retailers' sustainable efforts.
- » **Theories:** The 3 E's of sustainability, namely, environment, economy and equity (social equity) are linked to the UN's 17 SDGs.
- » Intention-behaviour gap, will analyse the consumers' purchasing behaviour and distinguish between the intention to purchase and the actual sustainable purchases of consumers (Carrington 2010)

Questions Paper 1

1. Which UN sustainable development goals influence consumers' willingness/intention to purchase clothing?
2. Which UN sustainable development goals lead to influencing consumers' actual purchases in retail?
3. What is the consumers' intention-behaviour gap between the willingness to purchase sustainably and the actual sustainable buying behaviour for clothing?

Questions Paper 2

4. What are the sociodemographic characteristics of consumers purchasing clothing sustainably in South Africa and Germany?
5. How do the UN sustainable development goals vary in influencing consumers' willingness/intention and actual purchases of specific clothing categories?
6. What are the cross-cultural differences in the Intention-Behaviour Gap between Germany and South Africa?

Ideal Possible Partnerships



Keywords and Reference

» *Clothing, Sustainability, Sustainable-Development-Goals, United Kingdom*

» Carrington, M.J., Neville, B.A. and Whitwell, G.J. 2010. Why ethical consumers don't walk their talk: Towards a framework for understanding the gap between the ethical purchase intentions and actual buying behaviour of ethically minded consumers. *Journal of business ethics*, 97(1): 139-158.

Contact Person

Duale Hochschule Baden-Württemberg

Boitumelo Poe (MBS.)
Oberamteigasse 4, 88214 Ravensburg
Telephone + 49 (0) 751 / 18999 - 2102
E-Mail: poe@dhw-ravensburg.de