Cotton Sustainability: Consumer Perception of Cotton Sustainability from Advertisements and Marketing Efforts

Aubrey Evans
Maddison Chirumbolo

Kent State University

Advisor:
Dr. Juwon Lyu
The Fashion Industry has always been an industry full of consumption and waste. From the natural resources used to manufacture garments, to the life cycle of products. With the increase of mass production, sustainability within the industry is a growing concern. Consumers are still fairly uneducated on sustainable textiles, specifically cotton. Previous research has given great insight into consumer perception of sustainability, but has not yet taken a deeper look into cotton specifically. Through this database research, it has been found that consumers generally do not have a clear understanding of sustainability in cotton products. This may be due to misleading advertisement and lack of transparency of cotton production. Our research will focus on the advertisement of cotton products to consumers and their evaluation of these marketing efforts. The main research method used will be content analysis and quantitative surveys. This will allow for updated insight on consumer perceptions of cotton and how effective its marketing efforts are on the public. This process will help give a better understanding on how transparent cotton advertisements are, what consumers take from them, and help spread awareness of sustainable textiles and their affects. Possible outcomes of this research could show that consumers are more left in the dark than they think, and the rapid increase of sustainability within the fashion industry. Further research can help spread awareness on cotton production and conscious consumption.